DECEMBER 26, 1955 35c PER COPY

BROADCASTING TELECASTING

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25TH year

E NEWSWEEKLY
RADIO AND TV

415,835
TV FAMILIES
in the rich market of
RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

WXEX-TV

Tom Tinsley, President
Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

14 YEARS WITH THE RIGHT WOMEN

the 950 club

For 14 years, The 950 Club has made life more pleasant for hundreds of thousands of women—and men—who have enjoyed the five hours of popular music played daily from 1 till 6.00 P.M. In 14 years, it has built up quite an audience, a prize package full of Pulse "firsts", and a list of advertisers who signify their satisfaction with continued renewals.

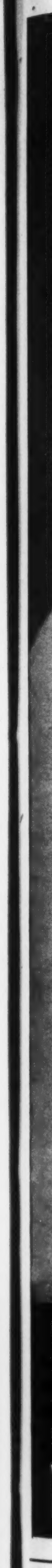
The 950 Club is only one shining example of WPEN's great acceptance: more *local* advertisers and more *national* advertisers use WPEN than *any other station in Philadelphia.*

Cal Milner and Larry Brown
The 950 Club Personalities

The Station of Personalities

WPEN
PHILADELPHIA
950 on your dial

Represented Nationally by Gil-Perna, Inc.



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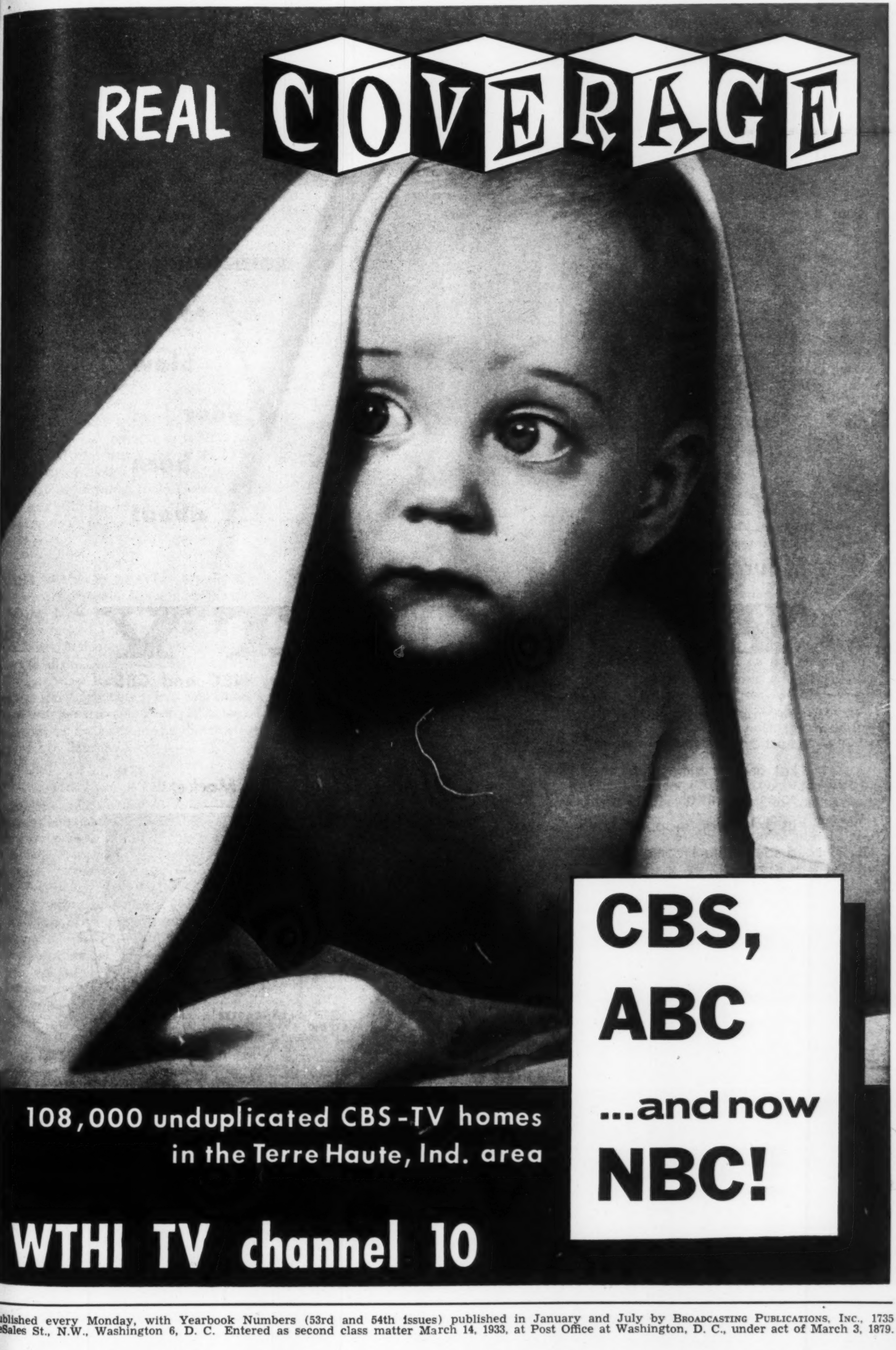


REAL COVERAGE

CBS,
ABC
...and now
NBC!

108,000 unduplicated CBS-TV homes
in the Terre Haute, Ind. area

WTHI TV channel 10

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

something to blow your horn about

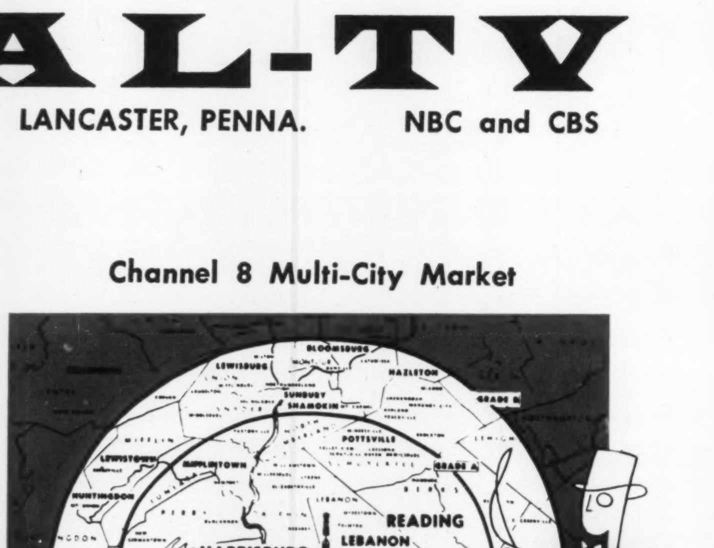
your sales results on

WGAL-TV

LANCASTER, PENNA. **NBC and CBS**

Yes, advertisers are enthusiastic about this unique market and its almost unlimited sales potential. Prosperous, its 3½ million shoppers have a spendable income of $5½ billion a year. Present your sales message on its 912,950 TV sets.

Channel 8 Multi-City Market


BLOOMSBURG
LEWISBURG
HAZLETON
SUNBURY
SHAMOKIN
GRADE B
POTTSVILLE
LEWISTOWN
MIFFLINTOWN
GRADE A
HUNTINGDON
READING
LEBANON
HARRISBURG
CARLISLE
SHIPPENSBURG
LANCASTER
YORK
CHAMBERSBURG
COATESVILLE
GETTYSBURG
HANOVER
WAYNESBORO
HAGERSTOWN
WESTMINSTER
FREDERICK
MR. CHANNEL 8
316,000 WATTS

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit.

NBC-WBC DEAL OKAYED • NBC-Westinghouse exchange of stations in Philadelphia and Cleveland was approved 6 to 1 by FCC last week, but announcement of commission action had not been made when B•T went to press in early holiday deadline. Comr. Robert T. Bartley was writing dissent, and another commissioner was writing concurring opinion. In deal, which drew charges that NBC coerced Westinghouse, network's WTAM-AM-FM and WNBK (TV) Cleveland are being swapped for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia with NBC also paying WBC $3 million.

B•T

GRANT of Evansville ch. 7 to Evansville Tv Inc., principally owned by Rex Shepp, who formerly had interest in KPHO-AM-TV Phoenix, also was voted by FCC, but had not been issued at B•T press time late Thursday. Vote was 5 to 2 (Comrs. Rosel Hyde and Bartley maintaining no grant should be made until allocations proceeding is resolved).

B•T

MEDIA MAN ON MOVE • Martin Murphy, associate media director at Young & Rubicam, New York, for past six years, will leave to join Ted Bates Inc., also New York, after first of year as group supervisor of diversified accounts, including American Sugar Refining, Dromedary, and other grocery products. Ed. MacDonald, of research department, Young & Rubicam, takes over as associate media director succeeding Mr. Murphy.

B•T

ACQUISITION of WFBL Syracuse by Founders Corp., headed by John M. Shaheen, for about $242,000 from Soule interests negotiated last week, subject to FCC approval. Two-way transaction involves purchase of Onondaga Radio Broadcasting Corp., including downtown Syracuse real estate, by Howard Jackson, New York investment banker, for approximately one-half million dollars, with pioneer WFBL (established 1922) spun off to Mr. Shaheen's operation. Associated with latter are Eugene duPont III and H. J. Rand (Remington-Rand) of Cleveland. Founders Corp. currently owns KPOA Honolulu and Inter-Island Network, WTAC Flint and 50% of KTVR (TV) ch. 2 Denver. WFBL, now affiliated with CBS but which switches to ABC next spring, operates on 1390 kc with 5 kw.

B•T

STALEMATE • That Fresno ch. 12 case is stymied, but good, and apparently will remain so until one or two FCC commissioners change vote. Several weeks ago Commission voted 3-2 to grant KFRE and deny KARM, both Fresno. Comrs. Hyde and Bartley maintained position against making any grant in uhf area until allocations proceeding is over and decision on tv's future is resolved. Because they voted no to both applicants, question arose whether both ch. 12 applicants were denied. Advice of General Counsel Warren E. Baker was sought regarding law on split voting. He told commissioners, in essence, it had to have majority (four out of seven commissioners). Fresno case comes up again at first 1956 FCC meeting Jan. 4.

B•T

NEW addition to executive office of Robert W. Sarnoff, NBC's new president, expected to be announced in near future. Alfred R. Stern, director of participating programs for NBC Radio Network (he helped get Monitor *and* Weekday *off ground, among other projects), reportedly is slated to become staff assistant to President Sarnoff.*

B•T

AGENCY AERIE • At least two other Chicago advertising agencies and perhaps third are set to move into Prudential Bldg., city's newest skyscraper, already housing Needham, Louis & Brorby Inc. (story page 42). D'Arcy Adv. Co., which handles Standard Oil of Indiana account, has signed long-term lease for half of 25th floor, with May 1, 1956, as target date. Calkins & Holden (Prudential Insurance Co. of America) moves into temporary quarters this week. Third agency—Leo Burnett Co.—also is contemplating move, with decision expected shortly. D'Arcy is currently housed in Willoughby Tower (8 S. Michigan Ave.), C & H at 333 N. Michigan Ave. and Burnett at London-Guarantee Bldg. (360 N. Michigan Ave.).

B•T

NARTB isn't announcing it, but new approach will be taken in campaign to present industry's side of NCAA football tv monopoly. Instead of contacting coaches and athletic directors directly, association will go direct to presidents of universities and colleges with statement of broadcasters' position in controversy. Belief is that top-level thinking will be more receptive to interests of public and radio-tv stations and networks. NARTB has been framing statement, which requires board OK.

B•T

SUBSCRIBERVISION SOON? Trans-Community Television Network Inc., Beverly Hills, Calif., reportedly is getting ready to move into gear early in 1956 on project to install closed-circuit tv "stations" in small, non-tv communities across country. In latest development, it's reported to have reached agreement with ABC-TV for kinescopes of regular programs which it plans to feed, along with few live programs (news, etc.), to local subscribers to closed-circuit tv service. NBC-TV was signed for kinescopes and filmed programs few months back [B•T, Aug. 29].

REPORTS to contrary notwithstanding, FCC's Broadcast Bureau will take exception to recommendations of Hearing Examiner Herbert Sharfman giving Edward Lamb, industrialist - broadcaster - lawyer, clean bill on license renewal. Prospect is that Broadcast Bureau will ask for early oral argument at which it will propose reversal of examiner.

B•T

HIGH AND DRY • Carter Products, New York, expected to spend nearly million dollars in radio-tv spot announcement campaign for Arrid deodorant and Rise shaving cream. Rise will run seven-day-a-week spot schedule directed toward male audience beginning Jan. 1, while Arrid will use three-month campaign effective Jan. 2 in over 100 radio-tv markets with spots appealing to young women. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

VETERAN ad executives see unusual amount of restlessness and activity in hotly-competitive brewery field involving agency switches. Items: (1) As follow-up to Warwick & Legler dropping Eastside beer and Hoffman beverages (Pabst products), former is expected to announce appointment of J. Walter Thompson Co. for regional account shortly after first of year; (2) Heileman Brewing Co. recently shifted from Leo Burnett Co. (which got Pabst domestic) to Earle Ludgin & Co.; (3) there are rumblings again on Budweiser (Anheuser-Busch) front. One of few major breweries not contemplating change is Schlitz, whose agency is Lennen & Newell.

B•T

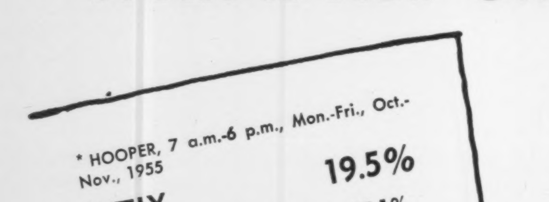
ALL UHF IN EAST? Maybe they're trying it on for size, but within confines of eighth-floor FCC offices there is thought growing that maybe answer to uhf-vhf allocations problems is to make Zone I all uhf, maintain rest of country as is. This up to now tentative and entirely unofficial idea is based on belief that FCC just has to do something following allocations proceeding, and maybe deintermixture of tight northeast will satisfy uhf operators and Congress. Those playing with idea feel that this may cause least damage—and no matter what FCC does or doesn't do somebody will get hurt. Opposition to proposal could be expected to be substantial.

B•T

NORTH Adv Inc., newest king-sized entry in Chicago advertising agency sweepstakes with bulk of Toni business, is gradually getting organized, looking toward day (some 12 to 18 months hence) when it's expected to take on other accounts. Agency now maintains quarters in Merchandise Mart and at 430 N. Michigan Ave., but hopes eventually to consolidate operations on 21st floor of Mart (close to NBC). Of estimated $15-$20 million overall Toni billings, about 75% is radio-tv.

This is radio, New Orleans style:

WTIX is New Orleans' favorite* daytime dish



* HOOPER, 7 a.m.-6 p.m., Mon.-Fri., Oct.-Nov., 1955

WTIX	19.5%
"A" 50,000 watt network	17.1%
"B"	11.9%
"C"	10.4%
"D"	10.2%
"E"	7.0%
"F"	6.8%
"G"	6.3%
"H"	4.6%
"I"	4.5%
"J"	2.5%

New Orleans—where the station which was 11th of 11 in audience in 1953, is on top today—per Hooper*—with 19.5% average daytime share of audience.

New Orleans—where listening tastes of a lifetime have *changed*. It's the Mid-Continent recipe that does it, with new programming, ideas and excitement.

Signal for Adam J. Young, Jr., or talk to WTIX General Manager Fred Berthelson.

the new WTIX

New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WHB, Kansas City	KOWH, Omaha	WTIX, New Orleans
Represented by John Blair & Co.	Represented by H-R Reps, Inc.	Represented by Adam J. Young, Jr.

at deadline

MORE RECORDS FOR PRESS-LESS DETROIT

DETROIT department store sales for second successive week broke all previous weekly records, according to Federal Reserve Board. No major daily newspapers have been published in city since Dec. 1 (see separate story, page 38).

Reserve Board announced that sales index for Dec. 12-17 week was 258.1 (average 1947-49 week = 100). This figure is plus nine, or 9% above index of same week in 1954.

Previous all-time record for department store sales had been set during Dec. 5-10 week when index was 254.6, also 9% above same 1954 week [B•T, Dec. 19]. Dec 5-10 period was first full week during which Detroit newspapers were not published because of strike.

Detroit department store index of 258.1 for Dec. 12-17 week surpassed 253.1 figure for Reserve Board's 7th District (Iowa, most of Michigan and Wisconsin, and Indiana and Illinois in part). District index was up 9% over same 1954 week, matching Detroit's comparison with last year.

For last four weeks, Detroit index was 11% above same period last year whereas 7th District index was 7% higher. Detroit index for first 50 weeks of 1955 was up 12% compared to 8% for the entire district.

Reserve Board's Detroit figures apply chiefly to sales of top eight or 10 department stores, according to Detroit retail sources. Major retailers are described as having felt newspaper strike less than specialty shops.

Strike Averted at Four San Francisco Area Stations

PRE-CHRISTMAS strike threat of announcers at four independent San Francisco area radio stations averted Thursday as local AFTRA members voted unanimously to accept last-minute management offer of $150 weekly plus extra week vacation for five-year men. KYA and KSFO San Francisco and KLX and KROW Oakland upped salaries $15 to $25 per week as counter to union demand for full network contract provisions, including commercial fees. Eighteen announcers involved in settlement, which sets pay at network base rate without extra fees.

Meanwhile, William Grant, president-manager of KOA-AM-TV Denver, reported station was maintaining full schedule despite strike of 43 NABET technicians earlier in week in dispute over new contract. NABET Hollywood office said KOA asked 25% cut when union was willing to continue present contract. Mr. Grant said KOA is willing to pay 10% more than any other outlet in Denver. He explained NABET pay cut reference was to escalator clause of old network contract taken over by present management when it purchased station from NBC. He said pact is unreasonable for market today and too inflexible.

Bates Realigns Personnel

REALIGNMENT of executive personnel at Ted Bates & Co., New York and Hollywood, was announced Thursday. H. Austin Peterson, who resigned from Bates West Coast office in March 1955, will return to Hollywood Jan. 1 to take over as vice president, post to be vacated Dec. 31 with resignation of Mann Holliner [B•T, Dec. 19]. Harry Saz, business manager of radio-tv department, and Thomas F. McAndrew Jr., director of commercial film production, were appointed assistant vice presidents of their respective departments.

Meanwhile, William H. Kearns, Bates president, announced resignation of Edward F. Hudson, vice president and agency director, Dec. 31. Mr. Hudson will continue as consultant to Ted Bates & Co. John M. Lyden, senior vice president and director, will assume over-all responsibility for Carter Products Inc., aided by William A. O. Gross, vice president, and James Kavanagh, account executive.

FM EXEMPTION

FCC played Santa last week by exempting fm stations from Sunday broadcasts. While dropping requirements that fm's broadcast five hours on Sunday, Commission retained rule that they operate on 36-hour broadcast week. Change becomes effective Jan. 3. WHOM-FM New York led movement for Sabbath exemption claiming overtime pay to personnel works undue hardship on fm's and is inequitable since am stations are exempt.

FCC Sets Standards On Receiver Radiation

A NEW WRINKLE in cutting down interference to broadcast services is being tried out by FCC. Any fm or tv receiver, manufactured after March 1, 1956, must carry a seal certifying it complies with Commission's radiation rules—announced last week.

Applicable to all receivers operating in the 30-890 mc band, new rules prohibit greater radiation at 100 ft. than following: fm, 50 microvolts per meter; tv, chs. 2-6, 50 uv/m; chs. 7-13, 150 uv/m; uhf, 500 uv/m.

Manufacturers are urged to cooperate and FCC asks if manufacturers want conference on best means of establishing certification program.

New rules also provide that incidental radiation devices (electric motors, switches, ignition systems, etc.) must not cause interference to radio services. If they do interfere, FCC said, operators of such equipment will be required to eliminate causes.

These Part XV revisions are effective Feb. 1, 1956.

Ace Up Emerson's Sleeve

EMERSON Radio & Phonograph Corp., Jersey City, will demonstrate "revolutionary top secret development" tomorrow (Tuesday) at Plaza Hotel in New York. News conference will follow.

• BUSINESS BRIEFLY

CREST BREAKING • Procter & Gamble's newest toothpaste, Crest, planning to use television spot announcement campaign which will break in mid-February. Benton & Bowles, N. Y., is agency.

PACKARD PICKING • Packard Clipper cars buying radio saturation spot announcement campaign in 50 major markets effective Jan. 16 for two weeks. Ruthrauff & Ryan, N. Y., is agency.

VANILLA IN 25 • Burnett's Vanilla planning to run radio spot announcement campaign starting Jan. 23 for 13 weeks in 25 markets through Geyer Adv., N. Y.

WINE PLACING • Welch's wine expected to place television spot announcement campaign in about 25 markets starting either Jan. 9 or 16. Campaign will be placed through Kenyon & Eckhardt, N. Y.

SPOTS FOR TEA • McCormick Tea preparing radio spot announcement campaign in about 20 markets to start sometime in February. Lennen & Newell, N. Y., is agency.

POPCORN BUYING • Taylor-Reed Corp. (E-Z Pop popcorn), Glenbrook, Conn., set to launch spot television campaign in seven major markets, plus radio-tv spot drive in New York, lasting from four to six weeks, beginning in early January. Both children's and adult's programs will be used. Agency: Hicks & Greist, N. Y.

GRUEN-DEALER PLANS • Gruen Watch Co., Cincinnati, allotting additional portion of advertising budget next spring to dealer-sponsored radio programs, particularly transcribed *Time Hill Frolics* country music show. Cost for production and talent will be paid by Gruen, while local dealers purchase local time, in cooperation with non-competitive local dealers.

OATMEAL FOR AFRICANS • Quaker Oats Co., Chicago, appoints Grant Adv. Inc., same city, to handle advertising for all products in area serviced by agency's Johannesburg, South Africa, office.

FTC Denies Trade Protest, Sets New Tv Set Rules

TWO ADDITIONAL rules governing advertising and labeling of tv receivers under trade practice rules go into effect Dec. 28, Federal Trade Commission announced in denying request of Radio-Electronics-Tv Mfrs. Assn. for delay or amendment. Rules now require that any single dimension of tv picture tube must give horizontal measurement of viewable area, with diagonal permitted only if such fact is disclosed. In addition, picture tubes made of re-used glass envelopes must be so described.

RETMA had protested diagonal provision, claiming longtime industry practice was based on this standard. Original electronics trade practice rules were promulgated by FTC last June 28.

TV BUYERS!

THE NEW CBS-TV OUTLET

in OMAHA is

WOW-TV

FRANK P. FOGARTY, *Vice President and General Manager*

EFFECTIVE JAN. 1

channel 6

We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

at deadline

Three New Am Outlets Authorized by FCC

THREE new am station grants announced by FCC. They are:

Indianapolis, Ind.—Rollins Broadcasting Inc., 1590 kc, 5 kw daytime. Rollins owns WJWL Georgetown, WAMS Wilmington, both Del., WRAP Norfolk, Va., WBEE Harvey, Ill., and WNJR Newark, N. J.

Pendleton, Ore.—Umatilla Broadcasting Enterprises, 1050 kc, 1 kw day. John M. Carroll, sole owner, has no other broadcast interest.

Chambersburg, Pa.—James R. Reese Jr., 1590 kc, 1 kw day. Mr. Reese, pastor, is in charge of programming for WCHA-FM Chambersburg.

FCC Sticks to Deadline In Denying WRLD Protest

NOTICE was given by FCC that it will stand behind new "get tough" policy on late filings. Commission turned down Valley Broadcasting Co. request for reconsideration of FCC action ruling Valley protest filed after 5 p.m. Nov. 21 would have to be dated as having been received Nov. 22 [B•T, Nov. 28].

Valley (WRLD Lanett, Ala.-West Point, Ga.) filed shortly after 5 p.m. Nov. 21—last day for objections—protest of West Point am grant to Confederate Radio Co. Although document was stamped as having been received Nov. 21, FCC ordered date of receipt changed to Nov. 22, day after deadline.

In asking reconsideration, attorney Russell Rowell of Spearman & Roberson law firm said he was in FCC secretary's office before 5 p.m. closing time and filing should be considered on time. Mr. Rowell said he did not deposit protest with FCC personnel until about 5:20 because it was necessary to arrange papers in proper sequence.

FCC Denies Buffalo Buy Stay

FCC TURNED DOWN request of WGR-TV Buffalo that Commission grant for NBC to purchase ch. 17 WBUF-TV Buffalo for $600,000 be stayed pending outcome of hearing on protest by WGR-TV. Hearing on WGR-TV protest scheduled for Jan. 4. On Thursday, WGR-TV filed appeal against FCC denial of stay request in U. S. Court of Appeals, asked for stay. After conference among Circuit Judge E. Barrett Prettyman, FCC, WGR-TV and NBC attorneys, hearing on stay appeal scheduled for Dec. 29 on promise NBC would not consummate purchase before then.

WJHL Stock Transfer Filed

APPLICATION filed with FCC last week for transfer of control of WJHL-AM-FM-TV Johnson City, Tenn., to W. H. Lancaster family through purchase by WJHL Inc., licensee, of 45.4% of stock held in trust for S. H. Campbell Jr. for $200,000. Company will use purchase—3,408 shares out of 7,500 outstanding—as treasury stock, making Lancaster family, present 45.4% stockholder, 83.3% owner of station.

WEE MIKE

"THUMB-SIZE" microphone, described as "smallest dynamic microphone ever developed for radio and television broadcasting," placed on market by RCA Broadcast & Tv Equipment Dept. A. R. Hopkins, manager of department, said miniature (2 9/16 inches long, 15/16 inches in diameter, 2.3 ounces in weight) microphone, designed for walk-around operation, promises performers greater flexibility and freedom of movement in interviews, audience participation, panel and similar types of off-mike shows. It can be concealed in one hand, worn conveniently around performer's neck, or clipped to lapel or dress, he said. It plugs directly into studio console and requires no tubes or special power supply. Frequency response placed at 80 to 12,000 cycles.

Jan.-Oct. Tv Set Shipments Reach Nearly Six Million Mark

TV SET shipments to dealers during the first 10 months of 1955 totaled 5,987,044 units, 11% above the 5,372,756 sets shipped in same 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. October shipments totaled 812,312 sets compared to 1,019,191 in five-week September and 903,160 in October 1954. Tv set shipments to dealers by states during first 10 months of 1955:

State	Total	State	Total
Ala.	101,483	N. J.	190,842
Ariz.	31,324	N. M.	20,150
Ark.	65,140	N. Y.	571,140
Calif.	512,903	N. C.	152,174
Colo.	45,444	N. D.	21,766
Conn.	84,516	Ohio	315,882
Del.	13,672	Okla.	85,804
D. C.	55,852	Ore.	71,550
Fla.	202,744	Pa.	385,037
Ga.	129,122	R. I.	29,341
Idaho	23,688	S. C.	81,487
Ill.	337,562	S. D.	23,449
Ind.	160,714	Tenn.	117,592
Iowa	88,610	Tex.	326,073
Kan.	76,620	Utah	22,777
Ky.	98,496	Vt.	17,997
La.	124,984	Va.	108,785
Me.	42,069	Wash.	102,730
Md.	84,138	W. Va.	65,224
Mass.	169,403	Wis.	134,811
Mich.	253,394	Wyo.	6,119
Minn.	99,647		
Miss.	53,584	U. S. TOTAL	5,965,815
Mo.	159,728	Alaska	6,464
Mont.	17,311	Hawaii	14,765
Neb.	52,867		
Nev.	7,933		
N. H.	22,137	GRAND TOTAL	5,987,044

Eadeh to FCC Study Staff

APPOINTMENT of Edward R. Eadeh, four-network veteran, to FCC's network study staff announced last week, bringing staff to 10. Mr. Eadeh headed client coverage departments at CBS, MBS and ABC, most recently serving as director of research for DuMont Tv Network. Mr. Eadeh will serve as industry specialist and liaison consultant.

KTVE (TV) Asks Suspension

KTVE (TV) Longview, Tex., last week asked FCC for permission to suspend operations until March 22, 1956. The ch. 32 station said it would use proposed hiatus to reorganize financial structure.

PEOPLE

HARRY A. BERK, vice president and director, Warwick & Legler, named vice president and director, McCann-Erickson International Corp. Mr. Berk at one time served as president of Foote, Cone & Belding International.

SIDNEY B. SILLECK JR. and **DONALD M. SMITH JR.,** account executives, elected vice presidents of Kenyon & Eckhardt.

HARRIT LYDECKER, vice president, Leo Burnett Co., Chicago, to J. Walter Thompson Co., N.Y., as vice president and account representative.

JEREMY GURY, vice president, Benton & Bowles Inc., N. Y., named administrative head of agency's copy department and member of plans board.

GEORGE L. STAUDT, advertising manager for Standard Register Co., to similar capacity with Hudson Motors Div. of American Motors Corp., Detroit, effective Jan. 3.

GENE S. VINIK, formerly on account staff of Arthur Meyerhoff & Co., Chicago agency, appointed advertising manager of Continental Coffee Co. (Thomas J. Webb coffee), Chicago, sizable radio-tv advertiser.

STERLING MITCHELL, general manager of Clinton E. Frank Inc., Chicago, appointed advertising manager of Eureka-Williams Co. (vacuum cleaners), Bloomington, Ill.

OWEN J. McREYNOLDS, eastern division manager of Gates Radio Co., has resigned to become general manager of WOKE Oak Ridge, Tenn., of which he is part owner. He also will have consulting practice with offices in Knoxville and Oak Ridge.

NORMAN LINDQUIST resigned as vice president and tv director of Atlas Film Corp., Oak Park and Chicago, to join Wilding Picture Productions, Chicago, as account executive, effective Jan. 1.

PEGGY STONE, vice president, Radio-Tv Representative Inc., grandmother of boy, Craig Peter Stone, born in New York City to her son, Tom Stone.

H. S. NAKDIMEN, owner KWHN and one-third owner of ch. 5 KNAC-TV Fort Smith, Ark., died suddenly last week.

Deepfreeze Discontinues

DEEPFREEZE Appliance Div. of Motor Products Corp. (home freezers) will discontinue operation March 31, 1956. Decision to close plants attributed by management sources to "intense competition" in appliance field. Account, handled by Roche, Williams & Cleary Inc., has been inactive in radio-tv and other media in recent months, formerly sponsored Gabriel Heatter on MBS and Garry Moore on CBS-TV.

SB&W Changes to S&B

BECAUSE of resignation early in fall of Paul Werner, who was executive vice president of Scheideler, Beck & Werner Inc., New York, agency's corporate name on Jan. 1 will become Scheideler & Beck Inc.

Sarnoff Slogan Lauded

SLOGAN "For Freedom and Peace," suggested to White House by Brig. Gen. David Sarnoff, RCA board chairman, is helping "to convey to Voice of America listeners around the world the truth about United States policies and goals," according to statement Thursday by Theodore C. Streibert, VOA director, and Jack R. Poppele, assistant director for radio-tv.

the week in brief

1955 PLAYBACK

Year just ending has shown lots of action, some progress, as far as broadcasters are concerned, B•T editors find in quick re-run of 1955 27

BEST YEAR FOR ZIV TV

Gross sales of Ziv Television Programs in 1955 were 42% better than in 1954, says President John L. Sinn 47

NATIONAL-STATE HARMONY

Ways in which NARTB and broadcasters' state groups can work together for industry good to be explored at February meeting of state association heads in Washington 50

STORER PROMOTES FIVE

Vice-presidential status given to managing directors of Storer stations: Babcock of WGBS Miami, Lipson of WJBK and Michaels of WJBK-TV Detroit, Miller of WWVA Wheeling and Bailey of WBRC Birmingham . . 52

'EQUAL ACCESS' PREPARATIONS

Radio-tv spokesmen prepare arguments to convince Colorado Supreme Court to permit microphone and camera coverage of state courts 54

MOST STATIONS EVER

FCC broadcast authorizations totaled 6,257 July 1: 2,840 am, 679 fm, 582 tv 58

CRAVEN'S ALLOCATION PLAN

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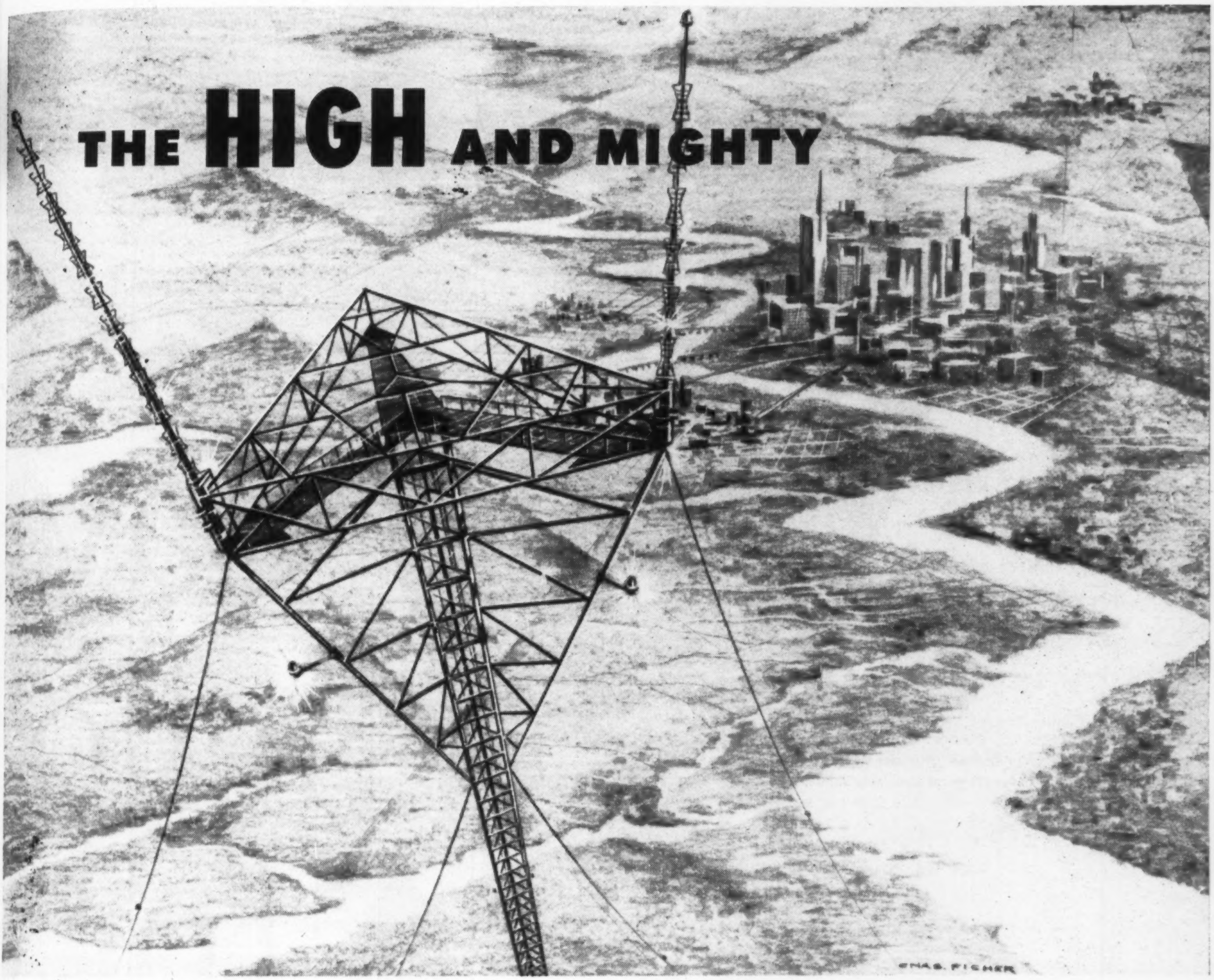

HIGH ATOP CEDAR HILL OVERLOOKING DALLAS-FORT WORTH, TEXAS' HIGHEST MAN-MADE STRUCTURE . . . 1,685 FEET ABOVE AVERAGE TERRAIN, KRLD's NEW TRANSMISSION TOWER.

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	2,272,000
FAMILIES	687,600
RETAIL SALES	2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Say hello to the

American Viscose Corp.
American Character Doll Co.
Apex Electrical Manufacturing Co.
Birge Co., Inc.
E. L. Bruce
Caloric Stove Corp.
Connecticut Chemical Research Corp.
Culligan, Inc.
Daystrom Furniture Corp., Inc.
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Edison Chemical Co.
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International Salt Co., Inc.
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The Lau Blower Co.
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Lettuce, Inc.
Lorentzen Hardware Manufacturing Corp.
Magla Products
The Maybelline Co.
Morton Salt Co.
Motor Wheel Corp.
Outboard Marine & Manufacturing Co.
Paulsboro Manufacturing Co.
Pioneer Rubber Co.
Pittsburgh Coke & Chemical Co.
Polk Miller Products Corp.
A. H. Pond Co., Inc.
The Rath Packing Co.
O. M. Scott & Sons Co.
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Union Underwear Co., Inc.
The Weather-Proof Co.
Webster-Chicago Corp.
Weco Products Co.
Whirlpool Corp.
Whitehouse Co.
The J. B. Williams Co.
Woman's Day, Inc.

Durin
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NB
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Theat

During the first nine months of this year, 51 advertisers entered network television for the first time.

44 of these new advertisers were on NBC

42 of them were on NBC exclusively

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period ...compared to 109 for the next network, and 77 for the third network. *More advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network,* with its new programming patterns and sales plans: Today - Home - Tonight, NBC Matinee Theater and Color Spectaculars.

NBC has proved itself the *creative network,* with its Wide Wide World, Medic, NBC Opera Theatre, Project 20 and the exciting and universally-imitated Spectaculars...with its new personalities and its unending search for new talent.

NBC has proved itself the *follow-through network.* Extensive merchandising is available to every product on NBC Television; every program is backed by extensive promotion.

Why not join up? There's still room for new members...and you'll soon discover that the rewards are great.

Exciting things are happening on **NBC television**

e

new members!

ANNOUNCING OUR NEW NATIONAL SALES TEAM
KDUB TV
NATL. REPS. THE BRANHAM COMPANY
K·DUB stations

316,000 watts!
MOST POWERFUL TV IN WEST TEXAS

KDUB-TV
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

I HEAR AMERICA SINGING

THE MOST intriguing part of the 90-minute *Ford Star Jubilee* Dec. 17 was the first Ford commercial that showed us what *would* have happened to three actual 1956 Ford owners, were it not for the protection afforded by the padded instrument panel, the bucket steering wheel, the safety seat belts and the double door locks. Since it sold nothing but caution, the agency is to be commended for its nerve and daring.

On the other hand, "I Hear America Singing" was no better nor worse than any other musical variety we've caught in the past few years. If m.c. Eddie Fisher displayed nervousness at the outset of the musical extravaganza, consider for a moment the remark made by an ex-officio CBS staffer just before the show went on: "This'll either make Eddie or break him." It did neither. However, despite a belabored script, bad video fading and the vocal dubbing of Red Skelton's "songs," we may expect to see more of the talented Mr. Fisher on tv, *Coke Time* or no time.

In attempting to roll into one big ball of wax 180 years of American history and song, CBS-TV chewed off more than it could swallow. Certainly, the very idea of hiring a research editor seems preposterous when any bobby-soxer knows that "Yankee Doodle" was not written by Sauter-Finegan. Be that as it may, it once again proves that such talent as Bobby Van, Nat (King) Cole and the incomparable Ella Fitzgerald should not be tied down by format. Between you, me and approximately 2.5 million Fisher Fan Club members, the nicest thing all evening was the Mr. & Mrs. Fisher routine that, we dare say, didn't leave a dry eye in the house by 10:59 p.m.

Production costs: Approximately $300,000

Sponsored by Ford Motor Co. through J. Walter Thompson Co., every fourth Saturday, 9:30-11 p.m. EST, on CBS-TV in color and black-and-white.

Stars of Dec. 17 "I Hear America Singing": Eddie Fisher, Debbie Reynolds, Nat (King) Cole, Ella Fitzgerald, Bobby Van, Red Skelton

Executive producer: Harry Ackerman; producer: Ken Murray; director: Paul Harrison; assoc. producers: Mr. Harrison and Berni Gould; script: Jean Holloway; art: Robert Tyler Lee; music: Axel Stordahl; choreographer: Al White Jr.; chorus: Norman Luboff; research editor: Royal Foster; musical supervisor: Lud Gluskin; sets: Buck Henshaw; technical director: Bob Colvin.

CHRISTMAS WITH THE GREATEST SHOW ON EARTH

IT is unfortunate that most, if not all, of the innate charm of circus life was lost somewhere between WTVJ (TV) Miami and our set when CBS-TV attempted to bring its moppet audience *Christmas With the Greatest Show on Earth* Dec. 16. "Attempted," because the network never quite succeeded in bringing off what was a most promising program.

From the very start, the remote from Ringling Bros. and Barnum & Bailey circus winter quarters in Sarasota, Fla., was doomed to failure. Not only was continuity hopelessly bogged down in a mire of cliches, but those two fellows simply known to televiewers everywhere as Audio and Video had a field day. Where Video did a grand job with tricky birds' eye shots and intimate close-ups heretofore restricted to holders of the $6.50 front row seats at Madison Square Garden, Audio ran amuck. More often than not, m.c. Charlton Heston, a warm and gracious host surrounded by the talented offspring of the circus folk, found himself staring stupidly at the camera, talking into a dead mike. The sound distortions from within, as well as without, and the ring were hard enough on our low-fidelity-equipped ears, but to eavesdrop on an assistant director chewing out his floor manager struck us as downright embarrassing.

There must have been hell to pay last week at CBS-TV and the agency.

Production costs: Approximately $85,000.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Dec. 16, 8-9 p.m. EST (one time only).

Starring: Performers of the Ringling Bros. & Barnum & Bailey Circus; host: Charlton Heston; filmed commercials by: Lucille Ball, Desi Arnaz, Peggy Wood, Spring Byington, Eve Arden, Johnny and Jody Carson, Roy Rogers and Dale Evans.

Producer: Ted Fedder; director: Byron Paul; writers: Frank Provo and John Pickard; staged by Richard Barstow; music: Merle Evans and the circus band; technical directors: Bob Dailey and Spears Mallis; sets: Phil Cuoco; illustrations: Bill Bunce; circus director: Pat Valdom.

Live remote from circus winter headquarters, Sarasota, Fla., via WTVJ (TV) Miami, Fla.

ZOO PARADE

THE WILDS of Africa became tame, ho-hum entertainment as pictured on the initial episode (Dec. 18) of *Zoo Parade's* filmed series of a safari. Effective enough color photography was not matched by dialogue, which lacked spontaneity, or by story line, which failed to build in interest.

Such veterans as Marlin Perkins, director of Chicago's Lincoln Park Zoo and conductor of the NBC-TV program, and NBC reporter Jim Hurlbut seemed to be forcing enthusiasm as they described the trek of thousands of animals in Tanganyika from plains to bush country 200 miles away. And even the animals themselves—including the zebra giraffe, gazelle, ostrich, lion, wart hog, jackal and hyena—seemed lackadaisical.

Production costs: Approximately $14,000.

Sponsored by Mutual of Omaha through Bozell & Jacobs, on NBC-TV, Sun., Dec. 18, 3:30-4 p.m.

Cast: Marlin Perkins and Jim Hurlbut.

Producer-director: Don Meier; writer: Dorothy Ruddell; camera team: Mr. & Mrs. Murl Deusing; floor director: Tom Arend; unit manager: Earl Harris; sound engineer: Bryan Wright.

THE WARNING BELL

ONE would be hard put to quarrel with CBS Radio's 55-minute presentation Dec. 17 detailing the plight of public school systems across the country. Technically and editorially it was superb.

The sales talents of narrator Arthur Godfrey were turned to stirring the country into correcting the drastic and ever-growing problems of overcrowded schools and too few teachers. He steered the program, and the listener, in rapid but smooth fashion through comments by hundreds of students, teachers, parents and public officials. The effect was overwhelmingly convincing.

Coming at 9:05-10 p.m. on Saturday, *The*

Don't send a boy
to do a **MAN'S** work

Apparently, it is recognized that a multiple number of smaller Georgia radio stations are indicated if one hopes to approach the effectiveness and economy of WSB Radio. This is a protective concept which has prevailed, ineffectively, for the past 20 years. No other Georgia radio station, or combination of Georgia stations, gives you as many listeners per dollar as you can get on WSB Radio. Ask your Petry man to show you the facts.

WSB Radio
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

Advertisement

WOODLAND KIDS PUL

THEY PLAY SANTA CLAUS TO SANTA CLAUS

Marine Reserves, WOOD and WOOD -TV Grand Rapids, Michigan, combine forces to gather a mountain of over 100,000 toys for Western Michigan's underprivileged youngsters

If you have misgivings about young America missing the true spirit of Christmas, dismiss them. When they set their mind to it, they're more eager to give than receive.

Marine Reserve Units, working with WOOD and WOOD-TV, launched this year's TOYS FOR TOTS drive in Western Michigan with a video-radio marathon starting at 11:30 PM Friday night after Thanksgiving and continuing throughout the night and morning until noon Saturday.

The station put on the show; the Marine Reserves furnished a large, fast-operating telephone answering and toy pickup service. Listeners and viewers were urged to telephone offers of used and new toys to communications centers in Grand Rapids, Muskegon and Kalamazoo. Marine-manned trucks and cars made pickups throughout the night, collected the toys in the armories of the three respective communities.

By morning, even the Marines' pickup fleet was badly backed up on calls. So, the kids were told to bring their toys to WOODland Center. The resulting deluge made Macy's toy department look like a sold out country store by comparison.

The Marine Reserves worked like beavers repairing, repainting, wrapping.

Result: Many kids who would otherwise have been forgotten smiled on Christmas day. And many other kids this year have the greater satisfaction that comes from giving.

When you want action anywhere, call the Marines.

When you want it in WOODland, WOOD and WOOD-TV can be a mighty big help, too.

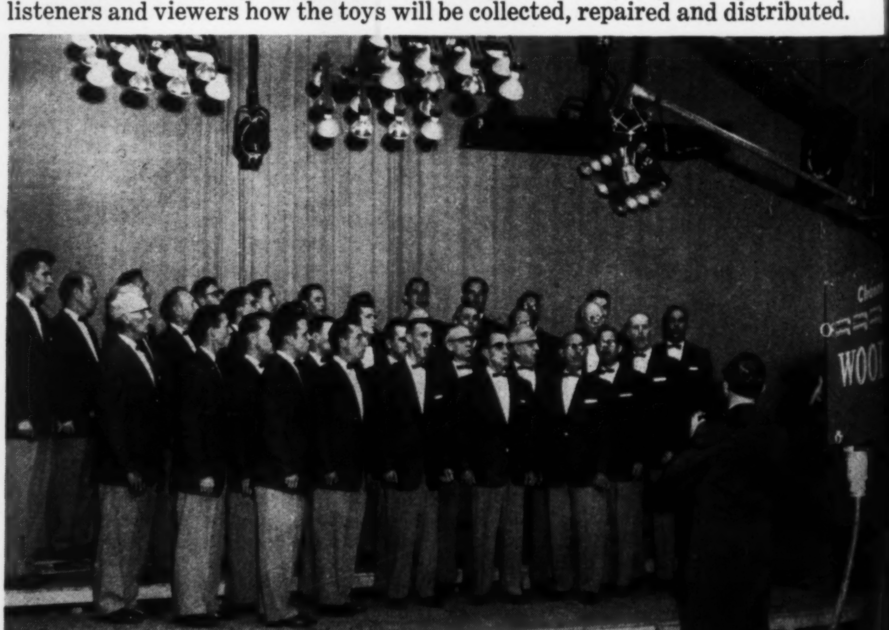
MARINE CORPS RESERVES and WOOD-TV
present
Toys for Tots Telethon

11:30 PM—Equipped with a waiver from IBEW, Pfc. Donald L. Czurak kicks off the TOYS FOR TOTS TELETHON by starting the roll-up.

GRAND RAPIDS
KALAMAZOO
MUSKEGON
TOTAL
GRAND RAPIDS 95100
KALAMAZOO 5-3574
MUSKEGON 2-7611

11:45 PM—WOOD-TV Program Director Frank Sisson, Emcee for the entire Telethon, interviews Major Robert S. Perry, Commanding Officer, Tenth Rifle Company USMCR, Grand Rapids, Mich., explaining to early listeners and viewers how the toys will be collected, repaired and distributed.

1:00 AM—Chet and Kay, WOOD-TV Record Pantomimists, contribute the video supplement to the Pajama Game hit, "There Once Was a Man".



12 MIDNIGHT—The Great Lakes Chorus, Local Men's Group, gets entertainment under way.

LA SWITCH

2:00 AM—Shirley Forwood, WOOD-TV vocalist, gets nostalgic. Later, orchestras from all the local night spots stop in; jam sessions continue intermittently until dawn.

3:00 AM—Trucks pile higher and higher as cruising Marines respond to telephone calls from Telethon viewers.

10:00 AM—The Romper Room Teacher, Miss Jean, helps guide small fry gift-bearers to Santa Claus' Headquarters at WOODland Center.

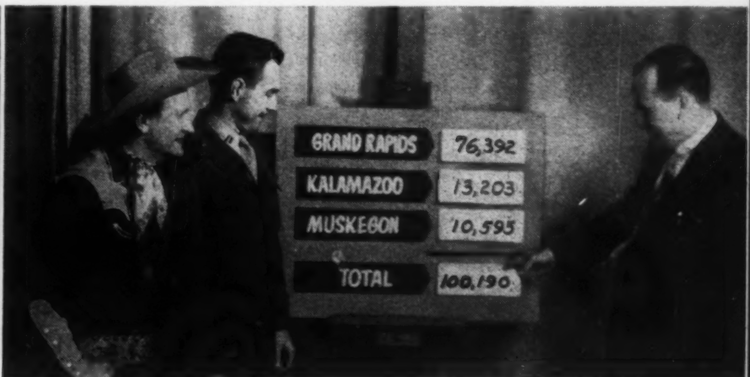
7:00 AM—Buck Barry, WOOD-TV Cowboy Star, introduces pianist Kenneth Meedema, blind since birth.

ALL NIGHT—Wurzburg's, Grand Rapids' largest department store, volunteers its switchboard. Here, Public Relations Director Bert Martens, helps Marine Reservists on calls. In the morning, center moves to Lear, Inc. switchboard which clears over 30,000 calls from 8 to noon.

SATURDAY MORNING—Marines begin stacking collected toys in preparation for the big repair and wrapping job. Before the day is out, the Marine Rifle Range, 20 feet wide and 124 feet long, at the Marine Reserve Training Center, is piled to the ceiling with toys.

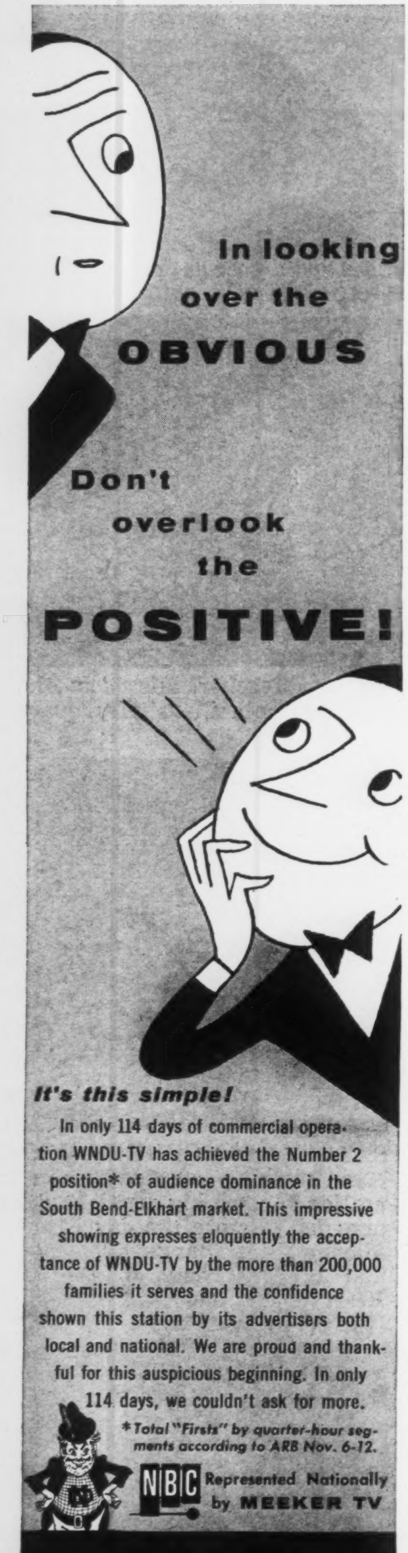
TOYS FOR
WOOD-TV
WOOD-TV
WOOD-TV

11:00 AM—The Show Goes On as gifts skyrocket behind old St. Nick. Cameramen are surrounded by hundreds of children with toys and dolls.



12 NOON SATURDAY—WOOD-TV Cowboy Star, Buck Barry, Captain Charles Johnson, USMCR, and WOOD-TV Program Director, Frank Sisson, view the final count on telephone calls as a result of the Telethon.

Advertisement



It's this simple!

In only 114 days of commercial operation WNDU-TV has achieved the Number 2 position* of audience dominance in the South Bend-Elkhart market. This impressive showing expresses eloquently the acceptance of WNDU-TV by the more than 200,000 families it serves and the confidence shown this station by its advertisers both local and national. We are proud and thankful for this auspicious beginning. In only 114 days, we couldn't ask for more.

**Total "Firsts" by quarter-hour segments according to ARB Nov. 6-12.*

NBC Represented Nationally by MEEKER TV

WNDU·TV
CHANNEL 46

Warning Bell bucked some of the toughest tv competition. It's to be hoped it won a sizeable audience. Those who heard it were treated to professional radio doing an exceptional job.

Production costs: Approximately $5,700.
Broadcast on CBS Radio, Dec. 17, 9:05-10 p.m. EST.
Narrator: Arthur Godfrey.
Producer: Jay McMullen; supervisor: Ralph Backlund, CBS executive producer in charge of radio public affairs programs; music conductor: Alfredo Antonini.

SEEN AND HEARD

Super Anahist has a commercial which may not endear it to some parents. The film spot extols the medicine's taste ("good enough to put on ice cream") while the video portion shows one small fry making a Super Anahist sundae.

Pontiac may be pioneering in torn-torso tv. One commercial on NBC-TV's *Playwrights 56*, pointed out that the car's front seat can accommodate three and one one-half people.

BOOKS

BBC HANDBOOK, 1956. British Broadcasting Corp., Broadcasting House, London, W. 1, England. 288 pp. Five shillings or $0.75 U. S.

WHATEVER questions one may have about the BBC, it's practically certain that the answer will be found in the latest BBC Handbook, which explains what the BBC is, how it was organized and how it works; gives full information about its programming, staff, policies and finances; includes a full text of its charter and license and in general describes all BBC activities, both radio and tv, with descriptions of the regular and special programs and statistics about the size of their audiences.

COLOR TELEVISION ENGINEERING, by John W. Wentworth. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 460 pp. $8.

TELEVISION engineers already familiar with monochrome operations will find this volume an excellent introduction to color tv. Its technical explanations cover both the physical and psychological aspects of color, colorimetric techniques used in tv, basic electronic principles of color tv, and the apparatus and circuits employed in studio equipment, transmitters, test equipment and receivers. The author is manager of television terminal equipment engineering for RCA; the book is a compilation of lecture notes he used in presenting an after-hours course in color tv to other engineers at RCA and NBC.

THE ANIMATED FILM, by Roger Manvell. Hastings House, 41 E. 50th St., New York 22, N. Y. 64 pp. $3.50.

WHERE the animated film originated, how it developed, what it involves and where it is headed are discussed clearly and succinctly in this attractive volume, with hundreds of illustrations from the film version of George Orwell's "Animal Farm," made by Halas & Batchelor Cartoon Films Ltd.

FREQUENCY MODULATION, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 46 pp. 90 cents.

DESIGNED to provide a comprehensive review of the more important principles of frequency modulation, this booklet devotes one chapter to fm's fundamental concepts, another to the production of fm, a third to phase modulation, which produces fm but with different techniques, and a fourth to fm propagation and reception.

WHY DO YOU WANT TO SING?, by Olive Wyckoff. Exposition Press, 386 Fourth Ave., New York 16, N. Y. 40 pp. $2.50.

THIS slim handbook on voice training backs up its challenging title in an opening chapter that makes the reader defend his desire to become a professional singer and affirm his willingness to sacrifice everything else to that end. Only after the vow has been taken does the author, a vocal diagnostician, provide her "blueprint of the technique of the singer's art," which, she promises, "if faithfully followed, will build a voice for you which will last as long as the health of your body lasts."

COLOR TELEVISION RECEIVER PRACTICES, by Engineers of the Hazeltine Corp. Laboratories. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 200 pp. (paper bound). $4.50.

THE LECTURES on color television given at Hazeltine Corp. Labs for visiting engineers from various receiver manufacturing companies, by Hazeltine engineers under the direction of Arthur V. Loughren, research vice president, have been edited into book form by Charles E. Dean of the Hazeltine staff. Following Mr. Loughren's broad statement of the basic requirements of a color tv system, the book describes the standard transmitted color signal and the various parts of the color receiver. The presentation assumes a good technical knowledge of monochrome sets on the part of the reader, who should also be familiar with algebra and trigonometry.

FUNDAMENTALS OF TELEVISION ENGINEERING, by Glenn M. Glasford. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 642 pp. $12.75.

COMPLETE theoretical coverage of the full field of television is given in this new reference book whose author, who formerly headed the advanced development group of the DuMont television transmitter department, is now associate professor of electrical engineering at Syracuse U. and a part-time consultant to General Electric Co. on studio equipment problems.

RIDER'S "SPECIALIZED" HI-FI AM-FM TUNER MANUAL. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 212 pp. $3.50.

FIRST of a new series of "specialized" publications, this volume gives the details needed to service or repair 62 tuners of 21 radio receiver manufacturers. The information, says the foreword, "has been procured directly from the manufacturer of each product."

CRYSTAL OSCILLATORS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 72 pp. $1.25.

TO PROVIDE a more comprehensive study of crystals and crystal oscillators than is found in most textbooks of electronics, this booklet reviews the oscillation principles and discusses in full detail the characteristics of the basic quartz crystal oscillator, crystal techniques, popular crystal oscillator circuits and the harmonic and overtone crystal oscillator circuits.

High atop Queen Anne Hill, in the heart of Seattle, the KING-TV tower each year is transformed into the world's tallest "Christmas Tree" ...a brilliant part of the holiday spirit...a bright promise of more great entertainment and community leadership in the years to come.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station witn, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin **B-105**

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI **ALFORD**
Manufacturing Co. Inc
299 ATLANTIC AVE., BOSTON, MASS

Commercialless Christmas

EDITOR:

Evidently KRKD needs a better press agent!

Recent issue of B•T mentioned two stations that will cancel all commercial programs on Christmas Day. An innovation?

KRKD Los Angeles has had this policy for 21 years! Originally sponsor identification was given, but in recent years, even that was eliminated. The announcer even performed his good deed of the day by keeping quiet—announcing five selections at a time.

Twenty-one years! Can any station beat it?

KRKD Los Angeles

P. R.'s P. R. Aid

EDITOR:

. . . We have nine regions and a manager of public relations for each. I have stressed the value of having your publications for us in our work. You should be receiving orders from system headquarters in Philadelphia for nine subscriptions. I would appreciate it if you would check to see that they also include subscriptions for the YEARBOOKS—one of the big reasons the books are of great value to us.

Cecil Muldoon, Pub. Rel. Mgr.
Northern Region
Pennsylvania Railroad Co.
Buffalo, N. Y.

Authorized Quote

EDITOR:

. . . I liked the interview ["Author Applauds Tv Treatment of *Caine*," B•T, Nov. 28] very much, and of course I was pleased by the handsome review. All good wishes. . . .

Herman Wouk
New York City

Day-Off Day

EDITOR:

Since we seem to have a day for everything else in this country, why not establish a "NATIONAL RADIO-TELEVISION DAY," on which all broadcast activities would cease? A good date for such a "day" would be Jan. 2, which most broadcasters will agree is traditionally slow for local business.

Not only would such a "day" give broadcasters a holiday, but it would serve as a reminder of the important part broadcasting plays in the everyday lives of all the people of our country. It should be a "day" that would be observed without fanfare or advance publicity, so as to have the greatest possible impact. We wonder what the reaction of the public would be if left without the benefits (used loosely) of radio for a period of 24 hours!

Without wishing to appear to be legally qualified to discuss the subject, such a "day" probably could only be established by an Act of Congress.

John A. Boling, Pres. & Gen. Mgr.
WQIK Jacksonville, Fla.

Code Facts

EDITOR:

There should be more articles like the one by John Outler which appeared in B•T Nov. 21, entitled "Who Put the Mud on Radio's Shoes?"

And, I was delighted to see that Ed Kirby took the trouble to write a letter to the editor in which he gave a history lesson [OPEN MIKE, Dec. 5].

I manage to do quite a bit of listening and some viewing as well. I see the Seal of Fair Practice on television screens but I do not believe I hear mention of the Code of Fair Practice on radio. Probably that is just as well, as so many things that one hears and sees are in bad taste and are bad broadcasting.

We have to have a Code and we have a pretty good one. Now, we have to spend more time educating the people in broadcasting as to just what the Code means and how it should be interpreted. These are days of easy money and, on the whole, easy profits. These are days of careless management. Let's be sure we do not invite new legislation.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

AP's Word

EDITOR:

I want to add my word of commendation to you and your staff for the splendid magazine you are putting out. It certainly has been most helpful to me in getting acquainted with the broadcasting industry . . .

Harry Snyder
Regional Membership Exec.
The Associated Press
Charlotte, N. C.

Election Coverage Problem

EDITOR:

Here's a thought, for your consideration, with regard to coverage of election returns next fall. In many areas, such as our own, voting machines are not used. However, "double" election boards start counting ballots around noon and returns are available thereafter.

Communications between the polling places and our newsroom is the bottleneck in getting these returns on the air. In most cases established telephones are not readily available. Costs make it impractical to install our own 'phone at each voting place or to maintain enough mobile radio units to do the job.

However, utilities companies do have the mobile radio units which, excluding an emergency in their own operations, would be available if a waiver of the rules and regulations under which they operate could be secured from the FCC. And, just incidentally, the utilities are among our best prospects for sponsorship of county and state returns.

Would it be worthwhile for broadcasters, acting together, to seek such a rules waiver from the FCC and begin now to organize such communications for election returns?

J. Nelson Rupard, Gen. Mgr.
KIND Independence, Kan.

Bozan, Not Clark

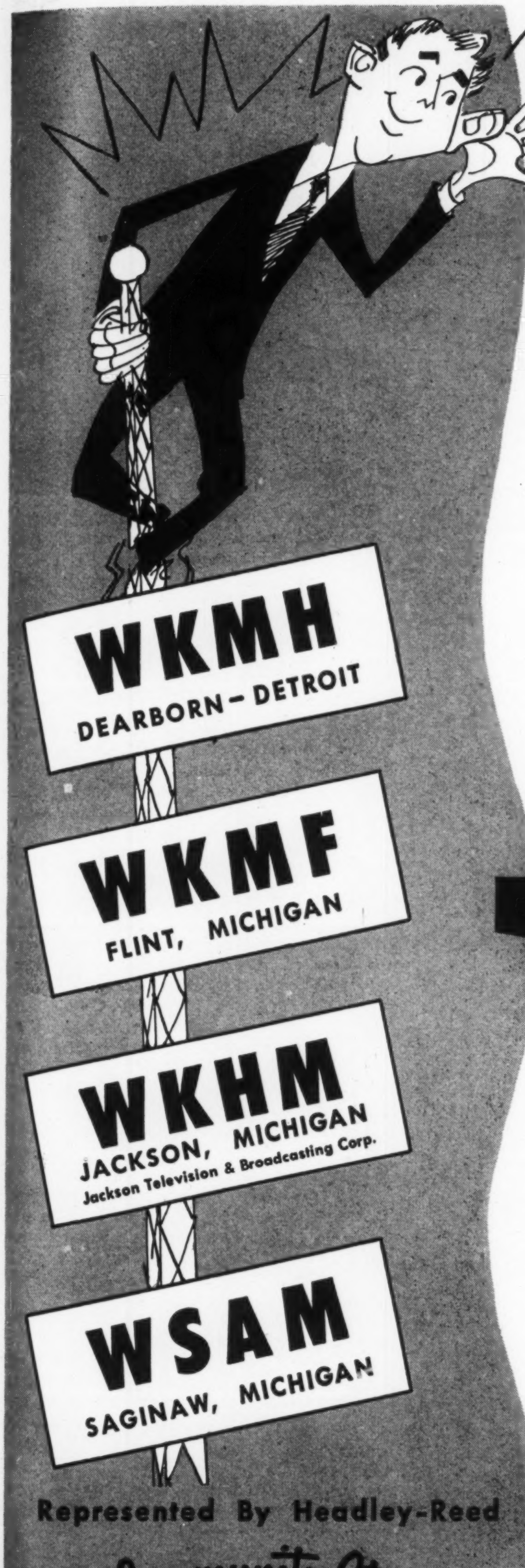
EDITOR:

Your reviewer [IN REVIEW, Dec. 12] made one of those errors so common to us tv reviewers—that of wrongly identifying players of minor roles in tv dramas—that I wouldn't mention except that it concerns a player who, to me, has the most beautiful countenance in the world of the theatre, movies, and tv—gentle, kindly and serene Alonzo Bozan.

Your reviewer mistook the name for that of Elias Clark, the delightful Negro youngster who played Luster in "The Sound and the Fury," saying of him. . . . "Special praise should go to Alonzo Bozan, a youngster who managed to hold his own in the company of such veterans."

Alonzo Bozan, who played Job, is a veteran of the Negro Art Theatre and one of the oldest holders of an Equity card. His endearing countenance and enchanting, soft, music voice enrich any play in which he appears, good or bad.

Burton Rascoe, TV First-Nighter
Classic Features, New York City


WKMH
DEARBORN – DETROIT
WKMF
FLINT, MICHIGAN
WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.
WSAM
SAGINAW, MICHIGAN
Represented By Headley-Reed
The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations . . . SAVE 15%

Buy Any 3 Stations . . SAVE 10%

Buy Any 2 Stations . . SAVE 5%

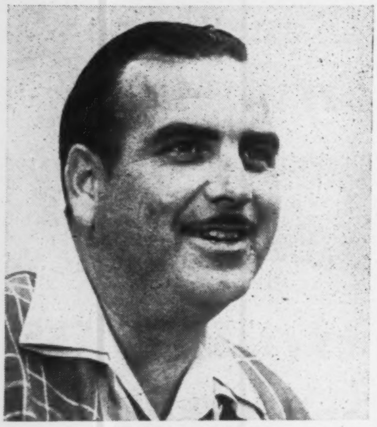
Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

MARCHIN' thru GEORGIA
ME TOO!
WMAZ-TV 13
WMAZ-RADIO 940
13

This is our Uncle Ned, and he's a mighty important person here in Middle Georgia . . . mighty important to some 110,860 television set owners who watch Channel 13.

Our Uncle Ned, just in case you got in late, is the leader of the Hayloft Jamboree Gang who have been on WMAZ-TV ever since we went on the air more than two years ago. And right now, Ned also heads up our new daytime hour and a half production called "Teavie's Town and Country."



"UNCLE NED"

The show's going great now, with Uncle Ned and the Hayloft fellows and gal; with the Sego Brothers' gospel songs; Jo Ann Smith's pop tunes, and Ernie Daulton at the organ. They're all great entertainers, but the main thing about Uncle Ned is that he's a great salesman too!

Uncle Ned can and will sell most any product on "Teavie's Town and Country". He'll sell yours! Get all the details from Avery-Knodel, and SELL here in Middle Georgia.

Cobb

SOUTHEASTERN BROADCASTING COMPANY
MACON, GA.

our respects

to BERT SMITH WEST

IF YOU think radio learned to be flexible the past few years, you should meet Bert West, one of Hollywood's most adaptable radio executives.

Starting as usher at KNX Los Angeles not quite eight years ago while still in college, Mr. West today is general manager of the CBS-owned outlet and the Columbia Pacific Radio Network. CPRN has 23 affiliates on the coast and sometimes expands to 47 stations in the 11 western states. KNX is the key outlet.

But it is what happened in between which proves that Mr. West is as flexible as the advertising medium in which he believes. Rising quickly through sales department ranks at KNX, he was moved across the U. S. and back in a variety of posts for CBS Radio Spot Sales and KNX. He gratefully volunteers that he received "many lucky breaks" while others jumped into television, but CBS obviously felt he grew with each new experience and considered him a radio "veteran" this fall when it chose him to pilot KNX, a 50 kw on 1070 kc that is older than Mr. West.

Among those who don't believe radio ever died, Mr. West will admit "we suffered from the shakes now and then. But television forced us to find out about our business and we learned to adapt our medium to the needs of the advertiser, to make his buying easier."

On reflection he says, "Look how hard radio was to do business with in 1950. Now we have gone to a single rate basically, provided uniform discount advantages and learned to use heavy market saturation. Today any advertiser can buy on short notice and for short periods, as his selling problems demand."

As radio has proved adaptable in selling, so has it adapted to new programming needs, Mr. West believes. Radio's immediacy is exploited in the station's news practices, including local news. Radio's intimacy means a personal, believable approach.

Bert Smith West ("Smith is a family name. So's West," he offers with a grin) was born in Los Angeles June 30, 1925. He grew up in public schools there and majored in science and mathematics in high school.

In June 1943 he entered Washburn College under the Navy V-12 program and in early 1944, after passing further tests, was transferred to the U. of California at Los Angeles under the Navy reserve officer training plan. After being crammed with naval science and other subjects under the accelerated program, he was graduated in 1945 as an ensign.

In spite of the academic push, he had time for football and track at UCLA and was Pacific Coast AAU champion quarter-miler in 1945.

Upon graduation, he was assigned to a 172-ft. anti-submarine patrol craft then in Tokyo preparing to return to the States. When other officers disembarked at Hawaii Ensign West was obliged to navigate the craft on his sheer "book learning" to Portland, Ore. "Try and find the Columbia River from sea when you've never been there before—when your radar goes out on you," he recalls. Did he find it? "Yes. Most fantastic thing."

Discharged under the point system in July 1946, Mr. West returned to UCLA for engineering studies and more football. But after a couple of semesters he decided business administration would be better and he switched, receiving his B.S. in 1948. He played on the Rose Bowl team of January 1947 but don't ask him the score. "We would just as soon forget that and a school called Illinois."

A UCLA professor convinced him the broadcasting field held a bright future and a talk with Clark George resulted in his becoming an usher at KNX a few months before graduation. Mr. George, then KNX account executive, now is manager of CBS-TV Spot Sales, New York.

On graduation, Mr. West became commercial traffic manager for the KNX-CPRN sales department and the following year was named sales service manager. In October 1950 he was promoted to director of sales service and administrative assistant to E. W. Buckalew, then KNX-CPRN general sales manager.

January 1951 found him elevated to account executive. "Of course, I had to start with the lower list of accounts. The tough ones we hadn't sold for quite a while." He must have sold them, because within another year he was transferred to Chicago as account executive for CBS Radio Spot Sales—a six-month job. August 1952 found him switched to New York as eastern sales representative for KNX-CPRN.

"By this time I thought I was back on the football field, things were moving so fast." But it wasn't over. January 1953 found him back on the West Coast as manager of CBS Radio Spot Sales' newly expanded office in San Francisco. In November that year he was promoted to general sales manager of KNX-CPRN and he was back in Los Angeles. In October this year he was selected to succeed Bill Shaw as general manager. Mr. Shaw now is CBS Radio Network sales manager.

Mr. West also is flexible enough to have found time for family life. In 1953 he married Mary Anna Bridgman of Los Angeles. It was a courtship for three. He won little Kathy, too. Now 8½, she helps Mother and Daddy take care of the newer family additions, Melina, 2, and Bradley, just three months.

The Wests have purchased a new home at suburban Studio City. Mr. West belongs to the Hollywood and Los Angeles Advertising Clubs and the Junior Chamber of Commerce. Odd moments will find him hunting or fishing.

Looking ahead...

Some of the most stirring pages in the story of American radio and television have been written at WMAQ and WNBQ.

Through 34 years of service, Radio Station WMAQ has pioneered an impressive list of "firsts." And it is the Midwest leader in programming developments which today are strengthening radio's vital, dynamic role in the age of television.

Television Station WNBQ, entering its 8th year, has set the pace for the whole industry with its renowned "Chicago School" of television. In every area of programming, WNBQ has always been in the vanguard of innovation which proved to be just what the public wanted from its TV sets.

1956 will see WNBQ and WMAQ moving still further ahead. It has already been announced that this Spring WNBQ will become the first TV station in the country to *go Color exclusively!* All live local studio programming will be transmitted in RCA compatible color—an opportunity for advertisers to give a dramatic new framework to their messages. WNBQ will be the perfect testing ground for the techniques of color presentation of advertisers' products.

From their vantage point of established leadership in Mid-America, WMAQ and WNBQ look ahead to continued progress and pioneering . . . to even greater service to audiences and advertisers.

WMAQ NBC RADIO IN CHICAGO

WNBQ NBC TELEVISION IN CHICAGO

a service of RCA *Represented by NBC SPOT SALES*

#8-
Makegood Mac
DISCREPANCIES
OUT
SALES MGR.

Coverage
fine,
Facilities great . .

To err is human,
Another rebate.

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KOA-TV
Channel 4
Denver

WSB-TV
Channel 2
Atlanta

TELEPROMPTER SERVICE

* Trademark registered U. S. Pat. No. 2635373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

RAY J. MAUER

on all accounts

RAY J. MAUER, a stocky, modest 38-year-old advertising executive who has been radio-tv director of Geyer Advertising Inc., New York, since April of this year, feels so uncomfortable outside of agency life that he can recall having left it only twice in the 15 years he's been plying the trade. The first time was during World War II when he held down a supervisory job with a Detroit war plant, the second in 1951, when he ventured briefly into independent tv film production, only to quit it six months later to go with BBDO as a tv copywriter.

Supervising a combined radio-tv billing of $7 million ($5 million in tv) can be an exacting job, finds Mr. Mauer, who prefers copywriting to "in and out box shuffling." Currently supervising one of the hottest tv properties (*Disneyland*) for American Motors Corp. as well as intensive spot campaigns for such other Geyer clients as Tetley tea, Kiwi shoe polish and the Boyle-Midway household products division of American Home Products, accounts for his rarely leaving the office before 8 p.m. for his Old Greenwich, Conn., home.

Born, raised and educated in Detroit (U. of Detroit, class of '40), Ray Mauer joined Campbell-Ewald as a copy-cub, within 10 years raised himself to director of radio-tv creative services in the New York office following the war. After winning several awards (including the National Safety Council, Alfred P. Sloan Foundation and N. Y. Art Directors Club) for his pioneering animated commercials for Chevrolet he made his hasty entrance into and exit from tv film production. In 1952, he went to BBDO, wrote tv's *Hit Parade* for American Tobacco, switched cigarette brands the following year when he joined "the Chesterfield smoker's club" at Cunningham & Walsh.

Mr. Mauer not only firmly believes in doing the "off-beat" (or animated, two-dimensional cartoon) commercial, but he also insists that Geyer's tv copywriters actually use the products whose virtues they tout. Attesting to the fact that he practices what he preaches, Mrs. Mauer, the former Gertrude Sheridan, estimates that in the last four years the Mauers have switched car makes twice (Chevrolet to Rambler), are continually trying the entire Boyle-Midway line of cleansers.

An amateur electrician, hi-fi "bug," sailor and fisherman, Ray Mauer shuns grey-flannel suits, lacks the time or ambition to qualify as a full-fledged exurbanite, and spends his weekends with his three children, Tony (12), Paul (10) and Patricia (8), watching what other agencies turn out in tv spots.

1 buy
REAL ESTATE

covers 3

When it's cold outside and you'd like to create a warm feeling in three choice Western Pennsylvania markets, start burning up the wires to WJAC-TV, Johnstown. What a sizzling Hooper! WJAC-TV is:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

You really put the heat on sales . . . with the 1 buy that covers 3—

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Ask your KATZ man for full details!

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Do you really know how old you are?

Before you answer this question, read this story about a boy, his mother and an elderly lady.

"How old is your son?" the elderly lady asked.

"Physically, he's 10. Emotionally, about 7. Intellectually, around 15. Counting birthdays, he will be 9 next Sunday," the mother exclaimed.

Like the little boy who was 10, 7, 15 and 9 years old, no one has a *single* age, regardless of birthdays.

This is because aging occurs in different people at different rates in different parts of the body. So, despite the calendar, in some ways you may always be "young" . . . while in other ways, you may be "older" than your years.

Everyone wants to stay as "young" as possible throughout life. Fortunately, there are ways to help retain certain youthful assets, even into the "sunset years."

Foremost among your early preparations for living long and happily are annual health examinations. Through them, your doctor can watch for clues to mental and physical impairments which, though minor today, could grow worse as time passes. Correction of any defect . . . at its very beginning . . . is the best way to help keep that defect from interfering with your future hopes and plans.

A younger person's health program should also include observance of good health habits. It is both possible and wise . . . to get enough sleep and rest, to eat properly, to exercise sensibly . . . and still not miss any fun during the prime of life.

After age 40, two things become very important: (1) Guarding against degenerative diseases, such as heart and blood vessel disorders, diabetes and arthritis; and (2) preparing for your retirement years.

Health examinations may, sometimes, be desirable at least *twice* a year after mid-life to help prevent, postpone or control degenerative ailments. Greater care, too, should be given to nutrition. A good, *varied* diet may help delay certain aging processes.

Naturally your living habits change as you grow older. So, to keep mentally happy, include a hobby in your plans for the leisure years.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 Madison Avenue, New York 10, N. Y.

The latest
Telepulse for
Indianapolis shows
all 15 top programs
on WISH-TV...
Confirmation that WISH-TV
is the dominant station
in Indianapolis

WISH-TV
channel **8**

CBS
TELEVISION

BROADCASTING
TELECASTING

December 26, 1955 Vol. 49, No. 26

1955: YEAR OF BIG PLANS, BIG GAINS, BIG PROBLEMS

FOR RADIO-TV, 1955 has been another year of action, sometimes bordering on the frantic, and another year of progress, sometimes not immediately discernible as such.

It was a year of peak tv billings and a rise in radio revenue from 1954; a year of record station sale prices; a year of Congressional concern for radio-tv problems, but with no legislation passed in this field; a year when the Senate probe of tv problems evoked many words but no hearing; a year when President Eisenhower opened his news conferences to tv and became the first President to address a broadcasters' convention in person.

It was a year when the FCC wrestled with the vhf-uhf coexistence problem in vain, finally calling for industry help in completely overhauling the present allocation plan; a year when DuMont's withdrawal left only three tv networks; a year when spectaculars got the biggest audiences, but "$64,000 Question" got top week-in, week-out ratings, and when "Monitor," "Weekday" and "New Sounds for You" set new patterns in radio.

It was a year when subscription tv was a hot topic, when commercial television came to Britain, when NARTB got more attendance at eight regional meets than at 17 district sessions in '54.

It was, in short, another normal year for broadcasters, full of threats and promises, that turned out better than many had feared though perhaps not as well as they had hoped.

ADVERTISERS & AGENCIES

FOR RADIO-TV, 1955 was an active year in which 36 top agencies billed $812.5 million in the broadcast media with $658.2 million of the amount in tv and $154.3 million in radio. Young & Rubicam topped the field for the second straight year, billing $72 million in the broadcast media.

Second place was a tie. McCann-Erickson, continuing a rapid growth of recent years, billed $60 million, as did BBDO. J. Walter Thompson Co. placed fourth in the standings, with a combined radio-tv billing of $58 million.

The year 1955 also was active in agency mergers, changes in accounts and in top level management. The accounts-switching hit its most dramatic stride at the tail end of the year. Two of the biggest soft drink companies, Coca-Cola and Pepsi-Cola, figured in the changes, although each was for an apparently different reason.

Coca-Cola ended a 49-year association with D'Arcy Adv., transferring an estimated $18 million advertising budget to McCann-Erickson, to be effective next March 31. M-E had been handling Coca-Cola Export and thus the soft drink concern will integrate its international and domestic advertising with one agency. There was an unconfirmed report that the switch was also impelled by an increase in sales among competing soft drink firms, the biggest increase being made by Pepsi-Cola.

Pepsi, itself, withdrew from Biow-Beirn-Toigo, shortly after an announcement that F. Kenneth Beirn, president of B-B-T, was resigning, effective Jan. 6, only a year after the agency had changed its name from the Biow Co. The Pepsi-Cola withdrawal was announced in December even though John Toigo, executive vice president of the agency, said Pepsi had a four-month termination contract with B-B-T and a two-year contract with him personally.

After solicitaiton by a number of agencies, Kenyon & Eckhardt was named to handle the Pepsi-Cola account, effective March 31. K & E thus picked up an advertising budget of some $10.5 million, relinquishing, meanwhile, its Welch Grape Juice Co. account because of product conflict.

Product conflict also was responsibile for American Gas Assn. switching from McCann-Erickson, where the association's domestic advertising had been handled for about 20 years, to Lennen & Newell. Earlier in the year, M-E took over from Fuller & Smith & Ross the consumer products advertising of Westinghouse Electric Corp., a situation regarded by the gas group as competitive to its interests.

Among other major agency shifts during 1955: P. Ballentine & Sons moved an estimated $5 million budget from J. Walter Thompson to William Esty Co.; Wine Advisory Board also left JWT and appointed Roy S. Durstine; Snow Crop Div. of Minute Maid Corp. (about $2.5 million budget) named Ted Bates & Co., the agency serving Minute Maid; American Airlines, with some $4 million to spend on advertising, dropped Ruthrauff & Ryan and named Lennen & Newell; Charles Antell Inc. dropped TAA Inc. and named Product Services Inc.; Lever Bros. took Rinso, with about a $5 million budget, from Ogilvy, Benson & Mather to J. Walter Thompson, and Pepsodent, with its $3 million budget, from McCann-Erickson to Foote, Cone & Belding, which lost Frigidaire to Kudner.

Avco left BBDO and split the account between Compton Adv. and Earle Ludgin. Florida Citrus Commission, with some $3.3 million, of which approximately two-thirds was being allocated to radio-tv, screened a number of competitive agency bids and finally decided upon Benton & Bowles; S. C. Johnson & Son, with $1.5 million, also named B & B, dropping Needham, Louis & Brorby; Bon Ami & Co. left the BBDO roster and appointed William H. Weintraub (now Norman, Craig & Kummel); Nestle Co. appointed McCann-Erickson for its instant coffee (about $1 million budget), an account formerly handled by Bryan-Houston, and for its Descaf (new product) named Dancer-Fitzgerald-Sample.

Grove Labs (Bromo Quinine) switched from Gardner Adv. to Benton & Bowles; Hamilton

Watch Co. named N. W. Ayer & Son, effective Jan. 1, taking its $1.5 million (including spot radio and tv) from BBDO. North Adv. was set up by Don Paul Nathanson and Cyrus H. Nathan with offices in Chicago, New York and Beverly Hills, with an estimated $10 million billing, largely from Toni Co., which Mr. Nathanson brought with him from Weiss & Geller.

In the spring, two major, well-established agencies absorbed two minors. Cunningham & Walsh took over operations from the Ivan Hill Agency in Chicago, giving C & W an office there; McCann-Erickson regained the Esso Standard Oil account when it absorbed Marschalk & Pratt and set up the latter as an independently operating subsidiary.

In January, Lewin, Williams & Saylor merged with Green-Brodie, retaining the former's name; that month also saw two Seattle agencies combine under a new name when Miller & Co. merged with Wallace Mackay to become Miller, Mackay, Hoeck & Hartung. In March, two Atlanta agencies merged when Freitag Adv. became a subsidiary of Burke Dowling Adams, which also has a New York office.

Others who took the "marriage vows": Hirshon-Garfield with Peck Adv., keeping the name of Peck; Gotham Adv. and Irwin Vladimir, becoming Gotham-Vladimir, and Emil Mogul which will absorb Storm & Klein at the close of business, Dec. 31.

By far the biggest success story of the year was Revlon Products Corp. sponsorship (through Norman, Craig & Kummel) of *The $64,000 Question* on CBS-TV. That half-hour show took the air June 7, at which time Revlon introduced a new product, Living Lipstick. In a matter of only a few months, the company sold out that product, had to substitute others to be promoted on the program.

Actually, 1955 was replete with examples of unusual or heavy buys by advertisers of radio-tv media. A sampling: Paper Mate Pen Co. expanded its radio advertising as a result of a Starch survey finding that more than 56 million people listen to radio on an average evening; American Oil Co. bought the football games of the professional Washington Redskins that encompassed an 18-state network of more than 50 radio stations and more than 15 tv stations; R. J. Reynolds Tobacco Co., and Generals Foods signed under CBS-TV's new Extended Market Plan which was designed to spread network program coverage to small market stations (as early as last February there was a total of 28 such sponsors).

Doll makers made signs in March of turning to tv advertising to promote their wares. At least four major doll firms were placing campaigns: Ideal Doll Corp., American Character Doll Co., Effanbee Doll Co. and Inez Holland House (Meadows dolls). In August, the Toy Guidance Council which supervises the budget of a group of toy manufacturers revealed the group had budgeted $500,000 for a 13-week tv schedule in more than 75 markets. Ideal Toy Corp. earmarked $375,000 on a tv campaign.

The year, too, saw a repeat of the more recent annual drives by the big auto manufacturers. General Motors, Ford, Chrysler (big tv spender in 1955) and Packard-Studebaker used both network and spot in both radio and tv. GM and Chrysler, especially, loomed large among national advertisers in use of network tv (GM also was heavy in network radio).

Still others: Hotpoint Inc., its factory and dealers, planned to spend $3 million in radio-tv during the year; Shulton Inc. announced sponsorship of a film series and a heavy radio-tv spot campaign after testing tv in a national spot drive; National Council of Churches of Christ in U. S. A.'s broadcasting and film commission approved a 1955 budget of more than $1.4 million for religious radio, tv and film production, while Southern Baptist Convention earmarked an estimated $3 million in an expanded long-range media project; Florida Citrus Commission spent $1.9 million in radio-tv during the 1954-'55 season, approved an allocation of $3.5 million for consumer advertising for this season; Sunbeam Corp., decided to invest at least $3 million in tv this season; F. W. Woolworth Co. entered network radio for the first time, sponsoring *The Woolworth Hour* on CBS Radio; Texas Co. bought 726 five-minute newcasts for a 33-week period on ABC radio (has since renewed for 52 weeks); Nehi Corp., in one of the largest quarter-hour spot campaigns in tv, contracted for a series on more than 193 stations; Studebaker Div. of Studebaker-Packard Corp. budgeted $8 million for advertising, with an estimated 20% going to tv.

Chevrolet Motor Div. of General Motors, once cold to daytime network radio, bought into ABC Radio and NBC Radio daytime programs; Shell Oil Co. and American Oil Co. launched extensive advertising campaigns with radio-tv figuring prominently; Cream of Wheat Corp. entered nighttime tv for the first time, upping its tv budget by some $675,000, or about 40%, for a campaign using ID's in Class A evening time; Westinghouse Electric Corp. allocated $5 million for sponsorship of 1956 election campaigns on CBS Radio and CBS-TV; Standard Brands invested more than $3 million in daytime tv for the 1955-'56 season on NBC-TV.

Vertical Saturation

Aluminum Co. of America, in what was said to be the first "vertical saturation plan" in network tv, bought all availabilities on eight NBC-TV programs for a single saturation campaign at a $140,000 cost, starting early this month, and also purchased alternate Sunday sponsorship of *Television Playhouse* on NBC-TV. Alcoa last May had said it would not renew *See It Now* on CBS-TV and would concentrate on the "hard" sell.

Other adveritsers such as Philip Morris Co., Doeskin Products and American Tobacco Co. noted trends within their firms in this way: PM dropped *I Love Lucy* after a four-year association and launched an intensive spot campaign to introduce its newly-designed package (from brown to red, white and gold) with color tv said to have a hand in the decision; Doeskin (paper specialties) switched emphasis from tv to radio and newspapers because it thought housewives were returning to radio for information and entertainment, and American Tobacco said it would stick to the principle of alternating sponsorships on network tv because of the cost factor.

Top changes of agency and/or advertiser executive positions: Adolph J. Toigo, executive vice president and general manager, Lennen & Newell, elected president; Vincent R. Bliss elected president and Earle Ludgin, board chairman, Earle Ludgin & Co.; Barton A. Cummings, vice president and director, elected president, Compton Adv., succeeding Robert D. Holbrook, who became chairman, and John K. Strubling Jr., executive vice president, elected vice chairman of board; Edward R. Grace, vice president, Grant Adv., became chairman of Grant's committee for overall agency development; Frederick B. Ryan who retired as board chairman from Ruthrauff & Ryan after 43 years with agency died during the year; Frederick (Barry) Ryan Jr., R & R president, became chairman, and Robert M. Watson, executive vice president of eastern operations, was elected president.

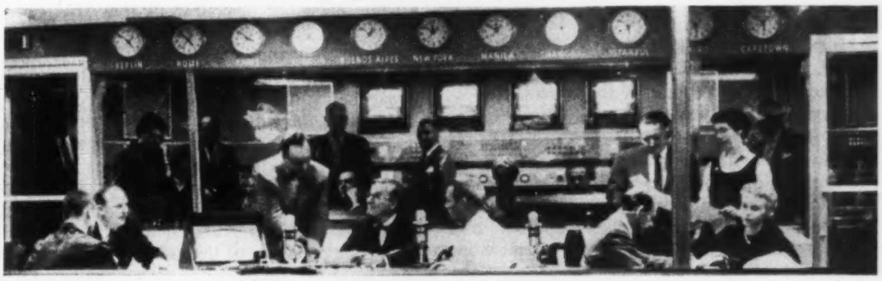
Others: Maubert St. Georges, 67, head of the agency which bears his name, died March 7 while visiting in Paris; Terrence Clyne, vice president, McCann-Erickson, successively became chairman of plans review board (also head of management service and director of number of blue chip accounts) and assumed management supervision of the agency's radio-tv department; Arthur E. Tatham, president of Tatham-Laird Inc., was moved up to chairman of board and was succeeded by executive vice president J. Kenneth Laird Jr. at the agency; Eugene I. Harrington was elected president and Bradley A. Walker became vice chairman of board at Fletcher D. Richards Inc., (Mr. Richards is chairman); Joseph A. McConnell, onetime NBC president, resigned from presidency of Colgate-Palmolive Co. and joined Reynolds Metals Co. as director and general counsel and was succeeded at C-P by William Lee Sims II, executive vice president; Henry Schachte, vice president, Bryan Houston Inc., elected advertising vice president at Lever Bros.; Bryan Houston was appointed chairman of the agency bearing his name and William Hillenbrand named president; C. L. Jordan, executive vice president, N. W. Ayer & Son, retired after 40 years with agency but remained as a director; Stanley Resor, president of J. Walter Thompson, became chairman and Norman A. Strouse, manager of JWT's Detroit office, succeeded Mr. Resor as president; J. F. Oberwinder retired from presidency of D'Arcy Adv. and was succeeded by Percy J. Orthwein, executive committee chairman; Thomas F. Harrington, 53, board chairman, Ted Bates & Co., died July 10 of a heart attack and Rosser Reeves, vice chairman of the board, replaced him in August.

Aside from agency switching and new or increased business to the radio-tv media, perhaps the biggest story of the year in the agency field was an anti-trust action by the Dept. of Justice against newspapers and the American Assn. of Advertising Agencies. The suit charged the agency recognition system, with its "uniform" provisions for a 15% commission, prohibited rebates by agencies to advertisers and refused to recognize "house agencies," constituting restraint of trade in violation of the Sherman Act.

In the research arm of the industry, a number of reports were issued during the year recording yardsticks on both radio and tv's effectiveness. C. E. Hooper Inc. in 1955 re-entered the national rating picture, but under a working relationship with American Research Bureau confined itself to radio while the latter concentrated on tv. A. C. Nielsen found that film re-runs get almost as high a percentage of share of audience as originals and also during the year issued its first audio radio listening report. Daniel Starch & Co. set up a copy testing laboratory of tv commercials at Altoona, Pa., in cooperation with WFBG-TV there.

Nielsen, in cooperation with Free & Peters, developed a "Spot Radio Pocket Guide" for quick and accurate determination of what dollars will buy in spot radio. The Nielsen firm also announced a second national study on radio-tv ownership and station coverage to start early in 1956. N. C. Rorabaugh Co. and Television Bureau of Advertising arranged to issue breakdowns showing spot tv advertiser expenditures of national advertisers.

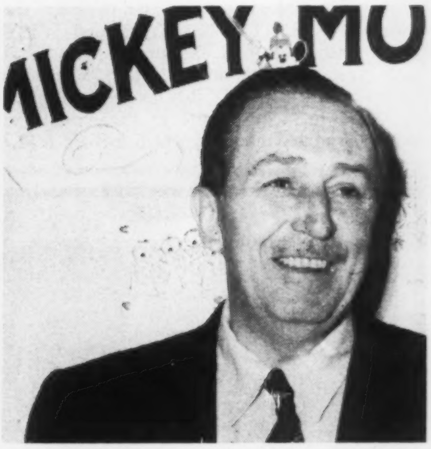
During the year, "bait-and-switch" advertising captured headlines in New York and other Metropolitan areas. In New York, a rackets grand jury launched a sweeping investigation—with sights trained on what went over the air—and was responsible for some convictions. Gov. Averell Harriman called an Albany conference to study the situation. This state-wide meeting and the court probe culminated in a voluntary metropolitan stations code and other states pushed through anti-bait-and-switch laws.



CAUSING one of radio's biggest controversies of the year was NBC's *Monitor,* which began in the summer as a 40-hour, around-the-clock weekend show offering "a continuous flow of entertainment and information."

POPULARITY of CBS-TV's $64,000 Question resulted in NBC's producing *Big Surprise* and ABC-TV's refurbishing *Stop the Music,* both with big jackpots.

SPECTACULARS became an established part of NBC-TV and CBS-TV schedules. Mary Martin starred in two outstanding ones—one for each network.



PACE-MAKER among children's shows was ABC-TV's *Disneyland.* Another Walt Disney show on the same network—*Mickey Mouse Club*—also quickly succeeded.

THE scope that tv programming attained in 1955 was indicated in a study conducted by B•T in early October showing that for the production of nighttime network television shows alone advertisers would spend $4.9 million a week this fall-winter season.

These ranged from the $200,000-a-program Bob Hope *Chevy Show* to the $2,000-a-week *Midwest Hayride,* both on NBC-TV.

The year 1955, especially the fall season, saw the 1954 innovation of the spectacular become a regular part of the NBC-TV and CBS-TV schedules. Most spectacular, probably, was NBC-TV's presentation of Mary Martin in "Peter Pan" in March—it drew an audience estimated at 65 million viewers (and is being prepared for presentation again, also live, early in 1956).

In June, NBC-TV introduced *Wide Wide World* with live pickups from three countries (U. S., Mexico, Canada), later added another (Cuba) as *WWW* became a regular fall fixture.

Like NBC-TV, which originated them, CBS-TV had its own regular schedule of spectaculars, on two of which it introduced Noel Coward (with Mary Martin) and Judy Garland.

Although it had no programs it classified as spectaculars in the accepted sense, ABC-TV came close to the accepted definition with its 90-minute presentation of the opening of Disneyland Park in July. In addition, its regular schedule carried three high-budget film shows which added substantially to its audience and its coffers—*Disneyland,* a pace-maker among children's shows; *Warner Brothers Presents* and a new hour-long across-the-board kiddies' entry, *Mickey Mouse Club.* In late April, ABC-TV reported that billings booked for these three series alone already exceeded $21 million—or more than ABC-TV's total gross billings in 1953.

Though not in the spectacular category, a boom in quiz shows was touched off in mid-1955 when CBS-TV launched *$64,000 Question,* which promptly hit the top in audience ratings and made newspaper front pages in the process through the size of its prizes. Other networks came back with new (NBC-TV's *Big Surprise*) or refurbished (ABC-TV's *Stop the Music*) quiz shows of their own.

In other program developments, there was coverage of world news events, including the Big Four conference in Geneva in July and the filming of presidential news conferences for television and newsreels, which was inaugurated Jan. 19 and continued as a program staple until President Eisenhower's heart attack suspended the news conferences in September.

In sports, NBC-TV telecast the World Series in color for the first time. NBC-TV also acquired rights to the National Collegiate Athletic Assn. schedule of collegiate football games (for a reported $1.3 million) and negotiated a parlay of sales (General Cigar, Schick, Avco, Gulf Oil) and co-op sponsorship which stood to bring in at least $2.6 million to cover rights, time, and production. CBS-TV signed up and carried Big Ten and Pacific Coast Conferences' collegiate football games on a regional basis, under one-half sponsorship of Amana refrigeration in each case.

Among network radio programs, one of the most spectacular developments of 1955 was NBC's *Monitor* and the programming and sales concept behind it (also see network report in this article).

Monitor started June 18 as a 40-hour, around-the-clock weekend "service," offering "a continuous flow of entertainment and information" of virtually every variety. It was sold, not in the conventional half-hour or quarter-hour or even five-minute periods, but in "participations." Before and after its launching, it was the center of one of the biggest controversies of the year, with station representation organizations in particular attacking it as representing the potential doom of radio.

In the long run, however, the program prevailed, and five months later, Nov. 7, the *Monitor* concept was expanded into weekday daytime hours. The new program, called *Weekday,* is heard Monday through Friday from, roughly, 10 a.m. to 3:30 p.m. NBC maintained that both sales and audience proved *Monitor* and *Weekday* were right moves.

ABC Radio, meanwhile, was working up its own version of what network radio should be in a television age, and on Oct. 26 launched its "New Sounds for You" series—Monday through Friday in the 7:30-10 p.m. EDT period. Like *Monitor,* the ABC programs offered a variety of approaches to entertainment and information for "personalized listening." "New Sounds" differed from *Monitor* in that, for one thing, the same type program was scheduled at the same time each night.

Mutual also took steps—earlier in the year—to provide different approaches to network radio programming. One of its features was emphasis on "companionate radio" programs designed for listening no matter where the listener might be. First outlined in May, this concept was started by Mutual at mid-year.

Alone among the radio networks, CBS Radio stayed with the traditional "same time, same station" concept featuring name talent in regularly scheduled programs of the conventional lengths.

NETWORKS

AMONG NETWORKS, 1955 saw the discontinuance of DuMont and top level executive changes affecting several of the others.

DuMont Tv Network, after months of dwindling business, in affect ceased operating as a network in mid-September—by then it was networking only one program, a weekly co-op boxing feature—and formally went out of business in October with stockholders' approval of a "stock spin-off" of the DuMont broadcasting division from the parent Allen B. DuMont Labs.

The division became a separate company, DuMont Broadcasting Corp., owned at the outset by the same stockholders who own DuMont.

The new company owns and operates DuMont's WABD (TV) New York and WTTG (TV) Washington and announced plans to go into radio broadcasting while also "expanding its telecasting interests." It is headed by Bernard L. Goodwin, a key figure in Paramount Pictures subsidiary interests, which include KTLA (TV) Los Angeles as well as substantial stock holdings in DuMont Labs and the new DuMont Broadcasting Corp.

NEW FACES FOR TOP NETWORK POSTS

MR. WEAVER
NBC

MR. SARNOFF
NBC

MR. McAVITY
NBC-TV

MR. AYRES
NBC Radio

MR. HAYES
CBS Radio

MR. DURGIN
ABC Radio

MR. POOR
Mutual

Under the "spin-off" which separated DuMont's manufacturing and broadcasting properties, the Electronicam live-film camera system which DuMont introduced during the year remained a part of the labs operation and as the year progressed became more and more widely used for both programs and commercials. Ted Bergmann, who had headed the network, became director of Electronicam Product Services.

Two networks got new presidents during the year. A fortnight ago, Sylvester L. (Pat) Weaver Jr. was elevated from president to chairman of the board of NBC, and Robert W. Sarnoff, who had been executive vice president, was advanced to the presidency. Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, gave up the NBC chairmanship but continues on the network's board.

The first presidential change occured eight months before, in April, when Adrian Murphy, in a surprise move, resigned as president of CBS Radio to retire from active business and was succeeded by Arthur Hull Hayes, then vice president in charge of the San Francisco office and general manager of CBS-owned KCBS in that city.

Other key changes of the year included:

Appointment of John B. Poor, vice president and general counsel of General Teleradio, as executive vice president of Mutual under GT-Mutual president Thomas F. O'Neil in January; promotion of Thomas A. McAvity to vice president in charge of the NBC television network in February; resignation of Charles T. Ayres as vice president in charge of the ABC radio network to accept a similar job with NBC in October, and the elevation of Don Durgin, head of ABC's sales development and research departments, to succeed Mr. Ayres.

At NBC, Mr. Ayres took over a post which was vacated March 1 by the resignation of William H. Fineshriber Jr. The duties had been supervised in the meantime by Mr. Sarnoff in his role, then, of executive vice president. Ted Cott, who also left NBC on March 1 as operating vice president of the radio network, joined the DuMont broadcasting organization some two months later as general manager of o&o stations.

A major reorganization was put into effect at Mutual in mid-October with a cutback, reportedly affecting around 25% of that network's personnel, in which E. M. (Pete) Johnson, vice president in charge of production, station relations and engineering, and a number of other top-rank executives were released and departments realigned.

At the CBS corporate level, Earl Gammons, vice president in charge of the Washington office and one of the industry's best known figures, retired Sept. 1 but continued as a consultant to CBS and also opened his own legislative consultancy. He was succeeded by Ralph W. Hardy, who had been NARTB government relations vice president.

Color television came into more and more prominence during the year at both NBC-TV and CBS-TV.

Early in 1955 NBC-TV announced it would make spectaculars available to smaller advertisers by selling *Color Spread*—a regular series —on a participations basis. Late in July, the network announced a five-fold increase in color programming this fall—with, for example, 37 hours of live studio color in October as against 7 in October 1954; 41 hours in November as compared to 8.5 in November 1954, and 38 hours in December as compared to 9 the preceding December. Then, in November, NBC-TV capped these programming developments with a $9 million construction and expansion program designed to double its colorcasting by next fall. The $9 million project included conversion of NBC-owned WNBQ (TV) Chicago into what the network said would be the world's first all-color tv station by about mid-April, plus construction of additional new color sudios in New York and Burbank, Calif.; expansion of color film broadcasting facilities, and introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings.

CBS-TV meanwhile boosted its output of color programming, continuing its policy of rotating color shows among its advertisers and also scheduling colorcasts of whole series, in addition to special color productions. For this purpose CBS-TV relied on its expansive Television City in Hollywood and Studio 72 in New York, the latter enlarged during the year.

NBC-TV and CBS-TV, in particular, were active with plans for extending network programs to small-market tv stations that otherwise would not get them.

In April, CBS-TV announced a plan to offer a number of commercial shows—minus commercials—to affiliates not ordered by the sponsors, and the same week NBC-TV increased its lineup (to a total of 23¼ hours a week) of commercial shows being offered to its optional affiliates.

In October, NBC-TV came out with its Program Extension Plan (PEP) making stations participating in the plan available to advertisers at reduced rates but without reducing the rates to the stations themselves. After the plan had been in operation for eight weeks NBC-TV reported, in December, that a total of 21 advertisers had ordered 19 different programs representing more than 133 commercial hours per week on PEP stations, which by that time had grown from 44 to 47.

CBS-TV meanwhile reported, also in December, that its own Extended Market Plan, after a full year of operation, now embraced 26 EMP stations carrying 59 network programs sponsored by 46 national advertisers. The 46 advertisers, CBS-TV reported, are ordering 226¼ hours weekly on EMP stations.

In radio, network rates cropped up again—several times.

During May, CBS Radio disclosed a plan to adopt a single rate for day and evening time—a move which, it was explained, would merely simplify the current complicated discount structure that already resulted in advertisers paying the same amount for evening hours as for prime daytime hours. The plan met approval of key affiliates but was snagged for a time on a related proposal of the network to reduce affiliate compensation by 25%. This issue was later compromised at 20% reduction for a period of one year, effective Aug. 25.

In the meantime, Mutual also had adjusted discounts to arrive at a single day-night rate, effective July. 1.

There were also new developments in radio network selling—notably the highly controversial *Monitor* concept of selling participations, which itself was not new but which stirred up dispute among opponents who argued that the prices NBC had pegged on *Monitor* were so low as to endanger the entire rate structure of radio (also see program report in this article).

In late summer, CBS Radio initiated what it called "segmented" selling on certain programs —selling them in blocks of five-minutes at fixed prices for time and talent—and thereby attracted some of the same criticism that had been directed at *Monitor*. When ABC Radio launched its "New Sounds for You" in October, it too was offered on a segmented basis.

If 1955 saw the demise of one network, it also saw the rise of another—ABC-TV. In June, officials reported ABC-TV already had on its books gross time sales 68% above its total gross billings for 1954. CBS-TV and NBC-TV were still the front-runners by a wide margin, but it seemed agreed that ABC-TV was beginning to pick up the strength needed to pull itself into more promising position. In December, CBS-TV and NBC-TV were still far out ahead. Publishers Information Bureau figures released a fortnight ago, covering the year's first 10 months, showed ABC-TV with $38.6 million gross billings through October (compared with $155 million for CBS-TV and almost $132 million for NBC-TV).

STATION SALES

THIS was the year when radio stations began to make news in property sales. Tv sales activity continued at a high level, but when WHIM Providence, R. I. (1 kw daytime on 1110 kc), sold for $460,000, and WTRY Troy, N. Y. (5 kw on 980 kc), sold for $500,000, it was obvious that radio was back in value.

The year's high, an all-time record for a radio station transaction, was the $4 million purchase of WNEW New York (50 kw on 1130 kc) by a combination including multiple broadcaster Jack D. Wrather, investment broker John L. Loeb and associates and WNEW stockholder Richard D. Buckley.

In television, Triangle Publications Inc. (*Philadelphia Inquirer* and WFIL-AM-FM-TV) was the entity which branched out most during the year. It bought WNBF-AM-TV Binghamton, N. Y., from Clark Assoc. for $3 million; it bought uhf WLBR (TV) Lebanon, Pa., for $115,000 and assumption of $125,000 in obligations, and it has pending before the FCC a request for approval of its $3.5 million purchase of WFBG-AM-TV Altoona, Pa.

The year also saw the FCC approve Westinghouse's $9.75 million purchase of ch. 2 WDTV (TV) Pittsburgh (now KDKA-TV) from Allen B. DuMont Labs, and, among other major transfers, the following:

KFEL-TV Denver, from Eugene P. O'Fallon to J. Elroy McCaw interests for $400,000 plus assumption of $350,000 in obligations.

WPFH (TV) Wilmington, Del. (formerly WDEL-TV), from Steinman interests to Paul F. Harron for $3.7 million.

Major aspect on the sales front during the year, however, were the purchases still pending FCC approval. Among these:

NBC's swap with Westinghouse, whereby the network is trading its WTAM-AM-FM and WNBK (TV) Cleveland for WRC's KYW and WPTZ (TV) Philadelphia, with $3 million. Also NBC's purchases of uhf WBUF-TV Buffalo for $312,500, and of uhf WKNB-TV New Britain for $600,000.

Still stymied is CBS's purchase of uhf WGTH-TV Hartford from General Teleradio for $650,000. During the year, CBS dropped its $3 million purchase of WSTV-TV Steubenville, Ohio, because of the apparent reluctance of the Commission to approve the move of that station nearer to Pittsburgh.

Also pending, among others, are the following:

KBTV (TV) Denver, 50% interest for $850,000 to New York real estate tycoon William Zeckendorf.

Transfer of ownership of WAPI, WAFM (FM) and WABT (TV) Birmingham and WHBS-AM-FM Huntsville, Alabama, to the Samuel I. Newhouse interests. Mr. Newhouse is buying the assets of the Birmingham News Co. for an aggregate figure of $18.7 million.

FILM

TELEVISION films had a boom year in 1955. Increased output by the many companies already in the tv film business; the entry of a number of major motion picture producers into the field; the release of more and better theatrical films for tv use all resulted in tv stations and networks devoting a steadily increasing amount of time to filmed program material.

B•T's continuing surveys of the way the tv broadcasters apportion their total program hours among the kinds of program fare available—local live, film and network—showed that in March the average station was telecasting 32 hours and 38 minutes of films per week (36.8% of its total air time) and by October the film share had risen to 42 hours and 40 minutes (45%). The networks combined, devoted 13.3% of their total time to filmed programming in March; by October the figure was 22.3%.

All in all, the year's progress of tv filmed programming has been more than enough to justify B•T's mid-year prophecy that it would be a $350 million business by year's end.

Biggest broadcasting-film deal of the year was the purchase of RKO Radio Pictures Inc. for $25 million from Howard Hughes by General Teleradio Inc., which subsequently changed its corporate name to RKO Teleradio Pictures as more appropriate to its broadcasting operations than the word "general," which refers to the organization's parent company, General Tire & Rubber Co.

At year's end, a package of some 675 feature films and about 1,000 shorts from the RKO stockpile was sold to Matthew Fox, president of Motion Pictures for Television, for $12.2 million cash. The deal, involving the largest number of feature films ever to be made available to tv as a group, is complicated by RKO Teleradio Pictures' retention of two-year first-run rights for some 150 films on its tv stations (WNAC-TV Boston, WGTH-TV Hartford, KHJ-TV Los Angeles, WOR-TV New York, WHBQ-TV Memphis, WEAT-TV West Palm Beach). It was considered possible that Mr. Fox, head of Skiatron Tv Inc., organized to produce programs for pay-see television, might set aside some of the RKO package for that purpose.

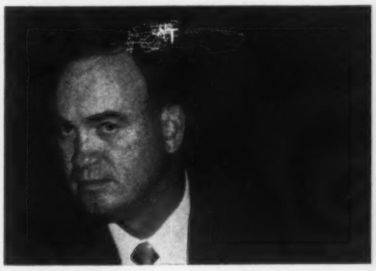
Throughout the year there was a steady flow of feature films originally made for theatrical showing into tv. Early in January, Hollywood Television Service acquired tv rights to 27 motion pictures described as "multi-million dollar" films because they had generally cost more than $1 million to produce. Flamingo Films, also in January, acquired tv distribution rights to 13 Princess Film feature-length pictures. Guild Films took over distribution for tv of the $13 million feature film catalogue of Motion Pictures for Television.

National Telefilm Assoc. in May paid $1 million for tv rights to 40 British feature pictures which were still being shown in theatres and a month later reported that sales of the "fabulous forty" package had reached $736,000 in the first month. NTA's offering of 312,000 shares of common stock to the public at $5 a share June 7 was oversubscribed the same day, which may or may not have been connected with the 40-picture package.

MCA-TV, which began syndicating 123 Gene Autry and Roy Rogers feature films in May, reported $3 million in sales in three weeks. Quality Films packaged for tv release some 3,000 foreign films with dubbed in English commentaries. ABC Film Syndication Dept. in August obtained 35 British films for a reported $1.5 million and the results were such that in December ABC-TV bought a package of 100 features from J. Arthur Rank for use as a network series. Also this month, NTA acquired the tv rights to 10 David O. Selznick motion pictures and planned to sell them either to a network or national sponsor for once-a month telecasting.

Where the theatrical films were not purchasable for tv use, legal means were tried to pry them loose. The Dept. of Justice anti-trust suit against a group of producers, distributors and exhibitors of motion pictures, filed in 1952, came to trial this fall, after a consent decree agreement had been reached with Republic Pictures, making the vast majority of that company's pictures available for tv three years after the original release date. But when the trial was over, in Los Angeles Chief U. S. District Judge Leon R. Yankwich ruled that the government had not proved any violations of the anti-trust law present in the movie-makers' refusal to allow 16mm prints of their pictures to be used on tv.

BIG DEALER



THE BIGGEST film deal of the year came when General Teleradio's Thomas F. O'Neil bought RKO Radio Pictures from Howard Hughes for $25 million. Mr. O'Neil in turn sold most of the film library to Matthew Fox for $12.2 million.

While withholding their theatre films from tv, many of the major picture producers did take a long look at the gold that Republic, Columbia, and particularly Walt Disney, had found in the tv film field and decided to go after some of it for themselves. Twentieth Century-Fox organized TCF Television Productions Inc., whose *20th Century-Fox Hour* is now sponsored by General Electric Co. on CBS-TV each Wednesday, 10-11 p.m. EST. Warner Bros. also established a tv division, Sunset Productions, which produces *Warner Bros. Presents* each Tuesday, 7:30-8:30 p.m. EST, on ABC-TV with GE, Monsanto Chemical Co. and Liggett & Myers Tobacco Co. as sponsors. Metro-Goldwyn-Mayer is the source of another ABC-TV series, *M-G-M Parade*, sponsored by General Foods Corp. and American Tobacco Co. each Wednesday, 8:30-9 p.m. EST.

Meanwhile, the companies already making films expressly for tv use increased both their output and their revenue as the tv stations and networks continued to devote more and more of their hours on the air to film programming. A mid-summer B•T canvass disclosed about 50 new film series in preparation for tv use in the fall in addition to all of the continuing film programs.

TRADE ASSNS.

AN outstanding event of 1955 was the unprecedented appearance of President Eisenhower before the NARTB May convention in Washington and his plea for freedom of the airwaves.

No President had ever appeared in person before an industry convention prior to the 1955 meeting. Obviously enjoying his visit with broadcasters, the President said he hoped future Presidents "will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is in their hearts at the moment."

President Eisenhower, speaking without text, urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

Broadcasters and the President met for the first time, setting what appeared at the time to be a precedent. The President's illness, however, presented a complicating element and what will happen at the 1956 convention in Chicago is anyone's guess.

The convention highspotted a year marked by more than the usual number of industry meetings. Adoption by the NARTB board in January of an eight-region meeting schedule to replace the 17 separate district meetings kept down the total number of sessions though the benefits were felt mainly by the association's staff and the industry representatives who make the annual tour of NARTB meetings.

The association took a firm stand against any form of fee-tv that might deter or interrupt the development of the present system of commercial tv. Much NARTB attention was devoted during the year to radio, which showed surprising ability to recover from inroads of the early tv era.

The NARTB combined boards signed a new five-year contract with President Harold E. Fellows at the June meeting and arranged for him to serve as consultant until 1964. Total membership of the association passed the 2,000 mark.

A board-approved sample count of tv sets by the U. S. Census Bureau, with cooperative industry financing, was conducted in June. First results showed that 67% of U. S. homes had tv sets, a total of 32 million sets. A later refinement of the data showed that 3.5% of tv homes had more than one set and that 80% of all city homes had tv. The Census Bureau's nationwide count of farm production and equipment, conducted in late 1954, showed that 35.5% of farms had tv at that time.

An important development of the year was a test telecast conducted in August at the annual meeting of the American Bar Assn. in Philadelphia. Judge Justin Miller, NARTB advisor and ex-board chairman, obtained permission of the ABA's House of Delegates, of which he is a member, to stage an NARTB-sponsored radio-tv pickup from the meeting room on a closed-circuit basis. Reaction was favorable, leading to a series of autumn courtroom and public-events broadcasts that included a murder trial in Waco, Texas.

A court controversy developed at Denver in December during the early stages of the famed Graham trial. The first two preliminary hearings were covered by radio-tv, but the state Supreme Court clamped a tight ban on any radio-tv pickup from any courtroom. Public protests developed, and the court decided to hold a hearing on the merits of visual-audio coverage of court trials. This hearing will start Jan. 30. (see story page 54).

During the year NARTB spurred development of the state association structure, and by the year's end every state but Delaware had an organization of broadcasters. President Fellows on Dec. 20 called the first Washington meeting of presidents of state associations, to be held Feb. 21. That meeting will set up plans to strengthen the entire broadcasting organization structure, with stronger legislative activities, closer cooperation and development of an information clearing-house.

Individual state associations were active. Texas Assn. of Broadcasters started a pace-setting promotion campaign designed to promote radio on a statewide basis, including use of many types of media. Careful checks were kept on legislative developments, with industry views given to state and national legislators in the case of bills affecting the industry.

MANUFACTURING

IN THE MAIN, manufacturers of radio, tv and electronic equipment had a good year, with an overall gross estimated at $9.7 billion by RETMA, which also reported that sales of tv sets and automobile radios hit all-time highs during 1955. The trade organization predicted that next year will see about the same volume of tv sets sold as this year—7.6 million—but that the 1956 dollar volume should be higher because about 250,000 of the 1956 sets will be color receivers.

Color set sales amounted to very little in the early part of the year, but started accelerating during the late fall months, largely due to the hard-hitting sales promotion and advertising of RCA and to the greatly increased number of color programs put on by NBC. Station operators have shown their willingness to prepare for color in advance of set sales: at year's end more than 200 tv stations were equipped to broadcast network programs in color; about 60 were able to colorcast slides and films locally and more than 20 were originating local live studio shows in color.

A new method of kinescoping based on an ultra-violet lighting system, unveiled by RCA at an October meeting of the Academy of Television Arts & Sciences, while still in the laboratory stage, reproduced monochrome and color kines of tv programs with quality that rivaled the live telecasts. The next month, Bing Crosby Enterprises demonstrated an improved version of its tape recording system for tv pictures, at the same time claiming that this method would be commercially practicable within the next year or 18 months. RCA, which first showed its tape recording process just two years ago, earlier this year, in cooperation with Minnesota Mining & Manufacturing Co., put a color tape recorded telecast over AT&T transmission facilities for a closed circuit transmission between New York and St. Paul.

DuMont's Electronicam camera system, combining live tv with film recording in a single operation in a manner which its makers predicted would make possible the distribution of quality programs on film, eliminating the high costs of cable or micro-wave network transmission, made headlines several times during the year: first in January when the device was rumored; next in April, when it was demonstrated, and again in the fall when it was adopted by Jackie Gleason for his CBS-TV *Honeymooners* series (which, however, continued to be networked in the conventional way).

Basically, the Electronicam system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to film, the other to the image orthicon tube. The share ratio of light between the two is determined by (1) film sensitivity, (2) image orthicon sensitivity and (3) studio lighting.

Another DuMont development, the Vitascan method of broadcasting live studio programs in color without use of color tv cameras, attracted a lot of attention when it was first exhibited at the NARTB convention. It works this way: a beam of light from a cathode-ray tube "scans" persons or objects being televised—the flying-spot scanner technique (preferably utilizing the DuMont color Multi-Scanner). The scanned light that is thus reflected is picked up by multiplier phototubes which convert the light into an electrical signal. This is passed on to the standard color transmitter for broadcast.

DuMont also made news in the fall by a wholesale reorganization which divided manufacturing and broadcasting operations into separate corporations—Allen B. DuMont Labs and DuMont Broadcasting Corp. Dr. Allen B. DuMont, formerly president of the combined organization, became chairman of the board of both new companies, with Bernard L. Goodwin, Paramount Picture executive, as president of both.

THE FCC

THE Federal Communications Commission continued to wrestle with the problems raised by the inability of many uhf stations to make a go of station operation in competition with vhf stations' signals. During the year, many moves were made to aid uhf broadcasters. Among them: "satellite" operation, low power, authorization for group owners to own up to seven tv stations providing no more than five are vhf. It also proposed uhf power increases to five million watts, booster stations and private intercity relays.

This piecemeal approach was abandoned late in the year with the decision to hold an overall review of tv allocations principles. The FCC invited comments on the whole range of its tv fundamentals on allocations and assignments. This included deintermixture as its most important element.

The year also saw the FCC's long sought network study get underway. A staff was selected and the beginnings of the investigation got off the ground, under the leadership of U. of Cincinnati Law School Dean Roscoe L. Barrow. Congress appropriated $80,000 for this work.

Subscription tv was formally acknowledged as a subject of inquiry during the year when the FCC issued a notice of proposed rule-making. The federal agency received the greatest number of comments ever submitted—more than 25,000 individual comments, mainly from private citizens.

The controversial Lamb case furnished a national spectacle with witnesses making charges that broadcaster-publisher Edward Lamb had Communist ties. Several witnesses later recanted their testimony, and one, Mrs. Marie Natvig, was sentenced to jail for perjury. Late in the year, Examiner Herbert Sharfman issued his initial decision holding that Mr. Lamb was not guilty of falsely swearing in FCC applications and in previous hearings that he was not a Red.

Legally, the FCC continued to struggle with the implications of the protest rule. The U. S. Court of Appeals in mid-1955 ruled that even newspapers must be given a hearing when they protest the grant of a broadcast station in their community (Clarksburg Publishing Co.). This decision triggered an increasing number of protests based on economic grounds. Thus far, in several initial decisions, protesting broadcasters and newspapers have been proposed to be denied.

Pending before the Supreme Court is the appeal of the Commission from a lower court

Our
Best Wishes
for a Very
Merry Christmas
and Joy
throughout the
New Year

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

MORE COPPER IS COMING

Never before has peacetime copper output been so great.

In 1955 alone, free world refined production totalled an estimated 2,732,997 tons. Yet even today's record tonnages will be exceeded as new copper mines swing into full production and existing properties expand operations.

On the African continent, substantially increased production is expected from Bancroft, Chibuluma, and Kilembe.

In South America, expansion at El Teniente, Chuquicamata and La Africana, has been announced. Under development are Cuajone, Toquepela, Quellevaco, and Indio Muerto.

In the United States (already the world's largest producer), San Manuel, Butte, Tripp, White Pine, Osceola, and Pima mines are headed for greater output.

Canada will add more production at Gaspé, Campbell Chibougamau and Opemiska. Many new properties are being developed. Substantial future output is expected from Brunswick, Geco, Granduc and Canam, to mention only a few of these new projects.

The copper industry has the capacity to produce copper faster than ever.

From known deposits . . . from mines now under development and from ore bodies now being explored . . . more copper is on the way. For particulars, write today to Copper and Brass Research Association, 420 Lexington Avenue, New York 17, New York.

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. . . AN INDUSTRY SOURCE OF TECHNOLOGICAL AID, INCLUDING A LIBRARY OF TECHNICAL LITERATURE AND A COUNCIL OF SPECIALISTS.

COPPER OR ITS ALLOYS PROVIDE THESE ADVANTAGES:

- Best conductor of electricity commercially available
- Does not rust . . . High corrosion resistance
- Best heat transfer agent of all commercial metals
- Easy to machine, form, draw, stamp, polish, plate, etc.
- Welds readily . . . Excellent for soldering and brazing

ruling that its multiple ownership rules (now permitting single ownership of up to seven am, fm and tv stations) were invalid. The high court accepted the Commission petition for review, but no date has been scheduled for argument.

In other activity, the Commission approved the multiplexing of fm stations, whereby an fm broadcaster can service private subscribers and continue regular broadcasting. It also increasingly authorized the remote control operation of non-directional am stations with powers less than 10 kw. It issued a proposed daytime skywave decision which would require daytime stations to begin broadcasting not earlier than 90 minutes after sunrise and cease operations at least 90 minutes before sundown.

Personnel-wise, Chairman George C. McConnaughey was confirmed by the Senate early in the year to serve out the remainder of former Comr. George Edward Sterling's term (June 30, 1957). Richard A. Mack, Florida Democrat, was appointed and confirmed in mid-year. And a change in the leadership of the Broadcast Bureau took place when Edward F. Kenehan was made chief, succeeding Curtis B. Plummer, who became chief of the Safety & Special Radio Services Bureau.

CONGRESS

OVERSHADOWING all other activities affecting radio and television during the first session of the Democratic-controlled 84th Congress was the Senate Interstate & Foreign Commerce Committee's probe of television networks and uhf-vhf troubles.

Although preliminary phases of the investigation began during the GOP-controlled 83rd Congress in 1954, promised hearings did not materialize in 1955. Instead, Committee Chairman Warren G. Magnuson (D-Wash.) has set hearings to start Tuesday, Jan. 17, a scant two weeks after the second session convenes, with the FCC to be first on the witness stand.

The year failed to see congressional approval of a single major piece of radio-tv legislation, with the exception of $80,000 appropriated to the FCC for the Commission to begin its own study of network economics and practices. The FCC set forth its study objectives last month [B•T, Nov. 28].

Although no important broadcast legislation was passed, hearings were held in the Senate and House on a number of measures, all of which remain on the books for possible action during the second session.

Hearings were held by House committees on: a bill to amend the Sec. 309 (c) "economic protest" provisions of the Communications Act; a measure to permit broadcasting and televising of committee proceedings; alleged Communists in radio-tv and other entertainment media, and government agency practices in releasing information to information media and the public.

In the Senate, committees held hearings on: an identical Sec. 309 (c) amendment; a bill to boost the legal limit on campaign expenditures; on possible relationship between tv programming and juvenile delinquency; the nominations of George C. McConnaughey and Richard A. Mack to the FCC, and alleged Communists in radio-tv and the press.

INTERNATIONAL

MAJOR out-of-the-country broadcasting news event of 1955 unquestionably was the launching of commercial television in England last September, breaking the broadcasting monopoly of the tax-supported BBC for the first time. Despite a different approach to commercialization, which allows no program sponsorship but only spots between programs or program segments, and a complicated system which vests responsibility for broadcasting in one entity (Independent Television authority, which will operate all of Britain's commercial tv stations) but forces ITA to get its programs from independent contractors (who supply programming in blocks of a complete weekend, or Monday-through-Friday), B•T's reporter on the scene predicted that within a few years British tv will become "as American as the hot dog." Early evidence in support of that view came in the first Nielsen English rating, which found *I Love Lucy* the top ranking tv show in England.

West Germany, Italy and France, as well as Great Britain, are scenes of rapid tv progress, Ernest A. Marx, director of the international division of Allen B. DuMont Labs, reported on his return from Europe late last month. Generally, he said, tv is booming, in direct relation to the improvement in the European economy.

Eurovision, launched more than a year ago as a means of transmitting programs among a number of countries (a difficult task due to the various telecasting standards in use), is becoming perfected, Mr. Marx reported, so that programs of any country are well received in others. Possibility of using man-made satellites as relay points reflecting signals across the ocean from one continent to another and so enabling global tv, was raised twice last month—first by NBC's news director, William McAndrew, in a talk at the Sigma Delta Chi (professional news fraternity) convention; next, a week later, by a General Electric Co. research engineer, R. P. Haviland, at a meeting of the American Rocket Society.

AFL-CIO SIGNS FOR ABC RADIO PROGRAMS

Network also announces five other advertisers for shows in addition to union's sponsorship of two week-night news programs featuring Morgan and Vandercook.

SIGNING of the merged AFL-CIO for two week-night news programs (CLOSED CIRCUIT, Dec. 19) and five other advertisers for programs over ABC Radio was announced last week by Don Durgin, vice president in charge of the network.

AFL-CIO, through Furman-Feiner, New York, will sponsor Edward Morgan in the daily 7-7:15 p.m. EST period and John Vandercook in the daily 10-10:05 p.m. EST spot, effective Jan. 2. Messers Morgan and Vandercook will both be in new time periods.

Renewed Contracts

Sponsors who have renewed *When a Girl Marries,* which moves into the 10:30-10:45 a.m. EST period on Jan. 2, are: Carter Products (Arrid), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for opening participations on Monday and Friday; Dromedary Co., division of National Biscuit Co. (cake and frosting mixes), New York, through Ted Bates & Co., New York, for opening segments on Tuesday and Thursday; Stokely-Van Camp (Van Camp's pork and beans and Stokely's peas, corn, tomato juice, catsup and peaches), New York, through Calkins & Holden, New York, for closing commercials Monday through Friday. The fourth advertiser is the Assemblies of God, Springfield, Mo., which has renewed *Revival Time* (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co. of Chicago.

These latest sales, an ABC Radio spokesman said, raises gross sales by the network in the past 30 days to about $5 million. This figure includes the Texas Co. sponsorship of weekend newscasts and sales to various advertisers in ABC Radio's morning line-up [AT DEADLINE, Dec. 19].

Texas Co. Renews ABC Radio News

IN A TRANSACTION said to represent almost $1 million in gross billings, the Texas Co. last week signed a 52-week renewal contract for a schedule of 22 five-minute newscasts each weekend on ABC Radio during 1956. The agency for Texas Co. is Kudner Agency, New York.

The renewal order, announced by Don Durgin, vice president in charge of ABC Radio, was described as "the largest single radio network time sale in recent years." It covers *Texaco News Reporter* broadcasts during 1956, consisting of 11 five-minute newscasts on ABC Radio each Saturday and Sunday.

The broadcasts feature ABC Radio newscasters Milton Cross, Arthur Van Horn, Charles Woods, Lou Cook, Len Beardsley, Don Gardiner, George Hayes and Bill Spargrove.

Tv & 'All That'

UNIVERSAL-INTERNATIONAL, which earlier this year used tv spots to promote a major film in advance of the release date ("To Hell and Back" summer campaign) for the first time, said last week it would promote the new Jane Wyman-Rock Hudson film "All That Heaven Allows" in a similar manner. Throughout the remainder of this month, extending into January, U-I is placing approximately 338 tv spots in 37 cities covering an estimated 14 million tv homes. This is in addition to the individual tv campaigns by theatre owners on the local level. U-I indicated its initial use of spot tv for pre-release promotion was successful.

Seven-Up to Continue Filmed Adventure Series

THE FILMED adventure series *Soldiers of Fortune* will continue in more than 140 national tv markets during 1956 and 1957 under the sponsorship of the Seven-Up Co., officials of the soft-drink firm announced last week.

Twenty-six episodes are scheduled for shooting early next year by Revue Productions, Hollywood, and will be premiered early in the fall. Seven-Up's contract renewal was signed with MCA-TV Ltd. J. Walter Thompson Co. is the agency.

focus on delinquency

*Both Nielsen and ARB—month after month

Troubled—and in trouble. Ten thousand of them this year in Los Angeles County alone.

These "juveniles in a delinquent society" were brought into perspective by KNXT's "Focus on Delinquency"—a six-part documentary so revealing that civic groups, law enforcement officials and juvenile authorities are still requesting prints of the series. Los Angeles Police Chief William H. Parker called it "one of the most dramatic and objective treatments of community social problems I have ever witnessed—a *real* public service."

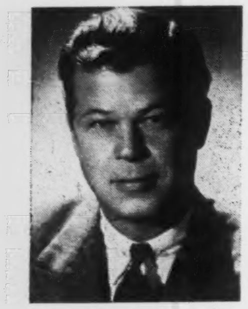
For "Focus on Delinquency," KNXT won the 1955 Sylvania Television Award—the only award to a station west of the Mississippi—in recognition of its "outstanding local public service."

The ability to focus successfully on community service and topnotch entertainment is one more reason why KNXT *consistently* delivers larger viewing audiences than any other Southern California television station.*

KNXT *Channel 2, Los Angeles, CBS OWNED*
Represented by CBS Television Spot Sales

Sherman New Ad Chief For Colgate-Palmolive

STUART SHERMAN, director of Colgate-Palmolive Co., Jersey City, and member of its executive committee since 1948, as well as founder and president of Sherman & Marquette Inc. (now Bryan Houston Inc.) was appointed last week as C-P's director of advertising, succeeding Rolland W. Taylor, who has resigned to rejoin Foote, Cone & Belding as executive vice president.


MR. SHERMAN

Mr. Sherman joined Colgate-Palmolive-Peet Co. after he was graduated from Williams College, becoming divisional manager before joining Lord & Thomas, Inc. (now Foote, Cone & Belding Inc.) in 1934 as a vice president. Three years later, he formed his own advertising agency.

Dept. Store Sales at Record Despite Detroit Press Strike

DETROIT's department stores, despite the local newspaper strike, having set an all-time sales record in the Dec. 5-10 week as measured by the Federal Reserve Board, neared the end of the Christmas buying season with business still running ahead of 1954.

The pattern set during the Dec. 5-10 period continued through the middle of the month, judging by informal estimates of department store business. While no reliable figures were available for the pre-Christmas week, it was indicated in Detroit that the buying pace continued at record levels despite the fact that no major newspapers have been published in the city since Dec. 1 [B•T, Dec. 5, 12, 19].

Charles Boyd, secretary of the Detroit Retail Merchants Assn., said that large department stores are doing well as shown by Federal Reserve data. Some other stores, however, are doing about the same as the comparable 1954 week, he said. He said he believed there has been little change in food store business.

Asked to predict the December sales volume in comparison with last year, Mr. Boyd said total December retailing may run above the same month a year ago but he doubted if the percentage increase would be as high as was the case in November.

Radio and tv stations continued to make all possible time available to retailers in the pre-Christmas week. Emphasis naturally continued on spots though some programs were being used by larger retailers.

Kansas City Agencies Cease Joint Operations

AFTER 13 years of joint operation, R. J. Potts-Calkins & Holden Inc., Kansas City advertising agency, will function as two separate agencies, effective Jan. 1, 1956. Potts will change to Potts-Woodbury Inc.

E. A. Warner, Potts-Woodbury vice president, stated the change was made because "respective accounts have become increasingly competitive, some of our sales activities have overlapped."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 27 (9:30-10 p.m.) *Red Skelton Show*. S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 3, 24, 31).

Dec. 31 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 7, 14, 21, 28).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee*, "Blithe Spirit," Ford Motor Co. through J. Walter Thompson.

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 26 (3-3:45 p.m.) *Matinee*, participating sponsors.

Dec. 27-30 (3-4 p.m.) *Matinee*, participating sponsors (also Jan. 3-6, 12-13).

Dec. 27-30 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Jan. 3-6, 9-13).

Jan. 1 (7:30-9 p.m.) *Happy New Year*, U. S. Rubber Co. through Fletcher Richards, Maybelline through Gordon Best and Savings & Loan Assn. through McCann-Erickson.

Jan. 2 (12:15-1:45 p.m.) *Tournament of Roses Parade*, Minute Maid through Ted Bates.

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase*, "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 10 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Jan. 15 (3:30-5:30 p.m.) *NBC Opera*, "Magic Flute," sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

Quaker Oats Shifts Ad Setup

REALIGNMENT of its advertising functions in various product divisions was announced last week by Quaker Oats Co., Chicago, radio-tv advertiser. Top appointments were those of Peter B. Warner, formerly advertising manager of Ken-L-Ration products, as manager of grocery products advertising, and David W. Ross, advertising marketing manager, as manager of Quaker's overall advertising department.

Also named were Robert B. Strom, supervisor of cereal advertising; Harvey B. Anderson, supervisor of Ken-L-Ration advertising, and Richard P. Einwalter, supervisor of corn goods advertising. Mr. Anderson succeeds Mr. Warner.

Advertising Must Keep Pace With Intellect, Freund Says

"AMERICA is growing intellectually and more advertisers must take this into account," Morton Freund, executive vice president of the Lawrence C. Gumbinner Adv. Agency, New York, said in an interview on *Your Better Tomorrow* on ABC Radio last Thursday.

"I think that American business and advertising men are learning that in a world full of tensions, where people are immersed in their own interests and problems, they can catch more prospects with honey than with vinegar. I think that you will see more and more advertising making a bid for attention by amusing or beguiling people—and more and more selling through ideas and facts that lead people to convince themselves," Mr. Freund said.

"In other words," he continued, "we are coming out of the caveman era, when the advertiser tried to win his prospect by clubbing him over the head, into a more civilized period in which he will court him more gently, more pleasantly, and in more mature terms. Today, we must recognize an enlightened self-interest if we are going to interest the public at all."

More Appointments Made At New Chicago Agency

ADDITIONAL appointments for North Adv. Inc., agency newly-founded by Don Paul Nathanson and Cyrus Nathan, were announced Tuesday in Chicago. George Gruenwald, formerly account executive at Weiss & Geller, was appointed vice president and supervisor for these Toni products: Deep Magic facial cleansing lotion, Tonette children's home permanent, Sofstyle curlers and spin curlers. At one time associated with the Toni Co., Harold Rosenzweig was named vice president and treasurer. Charles P. Hirth Jr. appointment as vice president and account supervisor for Prom home permanent and Silver Curl home permanent and other staff assignments were announced last month [B•T, Nov. 28].

Additional Sponsors Set For Three CBS-TV Shows

SIGNING of Hazel Bishop Inc., Amana Refrigeration Inc. and W. A. Sheaffer Pen Co. as sponsors of CBS-TV programs was announced last week by William H. Hylan, vice president in charge of network sales.

Hazel Bishop Inc. (lipstick, nail polish and other cosmetics), New York, through Raymond Spector Co., New York, will sponsor the alternate Thursday, 10-10:15 a.m. EST segment of *Garry Moore Show* (Mon.-Thurs., 10-10:30 a.m.; Fri., 10-11:30 a.m. EST), starting Jan. 5; Amana Refrigeration Inc. (refrigerators, freezers, air conditioners), Iowa, through Maury, Lee & Marshall, New York, the Pacific Coast Conference games on Saturdays, starting at 2 p.m., effective last Saturday, and W. A. Sheaffer Pen Co. (pens and pencils), Ft. Madison, Iowa, through Russel M. Seeds Co., two special *Robert Q Lewis* programs on Jan. 9 and Jan. 16 (2-2:15 p.m, EST).

Goodyear Religious Program

GOODYEAR TIRE & RUBBER Co., which for years has sponsored *Greatest Story Ever Told* on radio without commercials or institutional messages and using only minimum sponsor identification, began a new religious series —*His Way, His Word*—under the same conditions on NBC-TV Christmas Day (4-4:30 p.m. EST). The series is made up of four half-hour films to be telecast once a month on Sundays.

ON THE DOTTED LINE . . .

KSFO San Francisco has signed a contract with Gerth-Pacific Advertising calling for 100 spot announcements a week to publicize the Hillsdale Shopping Center of that city. Present at the contract signing are (l to r): seated, Bill B. Callahan, advertising manager of the center; Don Sherwood, KSFO disc jockey; Jim Clark, G-P account executive; standing, Don Snapp, G-P account executive; Chuck Johnson, KSFO account executive, and Gary Garlund, KSFO commercial manager.

SIGNING to sponsor KLZ Denver's *Bob Butz and the News* are Mr. & Mrs. Lou Bell, Mercury-Lincoln dealer, while Mr. Butz (l) and Ward Crowley, KLZ salesman, witness the negotiations.

CHARLES W. OTT Jr., vice president of Ott's (hardware, china), signs for special promotion on KIST Santa Barbara, Calif., celebrating the store's 80th anniversary. The store also uses over 3,500 spots annually over KIST. Witnessing the signing are (l to r): Gordon Stafford, KIST continuity director; James Bloomfield, KIST commercial manager, and Charles Edwards, Ott's advertising manager. ➤

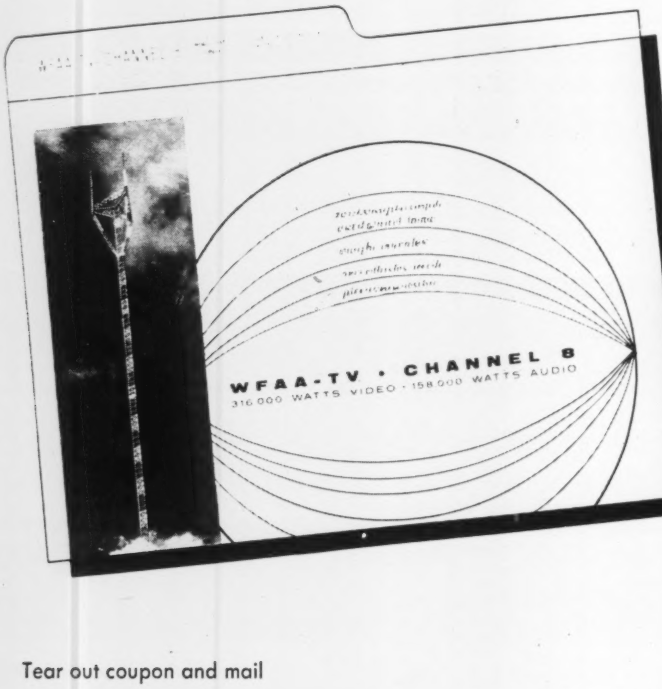
PAUL J. UTNEHMER, works manager, Babcock & Wilcox Co., Tubular Products Div., signs for 30-minute segment of Al Hallaman's morning three-hour *Valley Special* over WBVP Beaver Falls, Pa., as Tom Price, WBVP manager, approves. The show features music, time, weather and news, with the B&W segment slotted to catch the company's employees before they go to work.

CHARLES GATSON, East Hartford, Conn., Dodge dealer, signs for a spot campaign on WGTH Hartford promoting "Dodge, Fur Free," a 10-day promotion which gave away a fur stole or clutch cape with each Dodge purchased during the 10-day campaign. At the signing are John Deme (seated l), WGTH sales manager, and (standing, l to r) Phil Zoppi, WGTH sales; Madelaine Hoeffel, Hartford model displaying one of the fur stoles, and Carl Flower, account executive, Post, Johnson & Livingston advertising agency, representing Mr. Gatson.

HUDSON DEALERS sign a $10,000 contract calling for 13-week sponsorship of *Community Club Awards* on WVDA Boston. Participating in the signing are (l to r): seated, Joseph Rigazio, secretary, Hudson Dealers Assn.; Clarence Zarren, association president; Russell Dillaway, general manager, Hudson factory branch; standing, James Towle, WVDA account executive; Harold Fenerty, Hudson sales promotion-publicity director, and John Gilmore, WVDA sales promotion director.

NOW! FROM ATOP TEXAS' T

WFAA-TV Delivers a Fabulous New Selling Punch...to the DALLAS-FT. WORTH Market!



Better start throwing away all your old facts and figures on the DALLAS-FORT WORTH market. When the switch was pulled on Texas' TALLEST man-made structure, the entire concept of what an advertising dollar can deliver in this double-barreled market was knocked into a cocked hat.

COMPARE OLD "B" AND NEW "B" COVERAGE AREAS:

19.7% increase in retail sales! 28.8% increase in population! Almost a HALF BILLION DOLLARS increase in Effective Buying Income!

But that only begins to tell the story! Available now is WFAA-TV's new "Market Facts" folder which will be sent upon request. It's one of the most complete, most useful compilations ever devised to bring time buyers up to date on the nation's 12th ranking metropolitan market!*

(*Based on retail sales)

Tear out coupon and mail

MAIL TO:
WFAA-TV
3000 Harry Hines Blvd.
Dallas, Texas

Yes, please send me WFAA-TV's new "Market Facts" folder.

Name Title

Firm

Address

City State

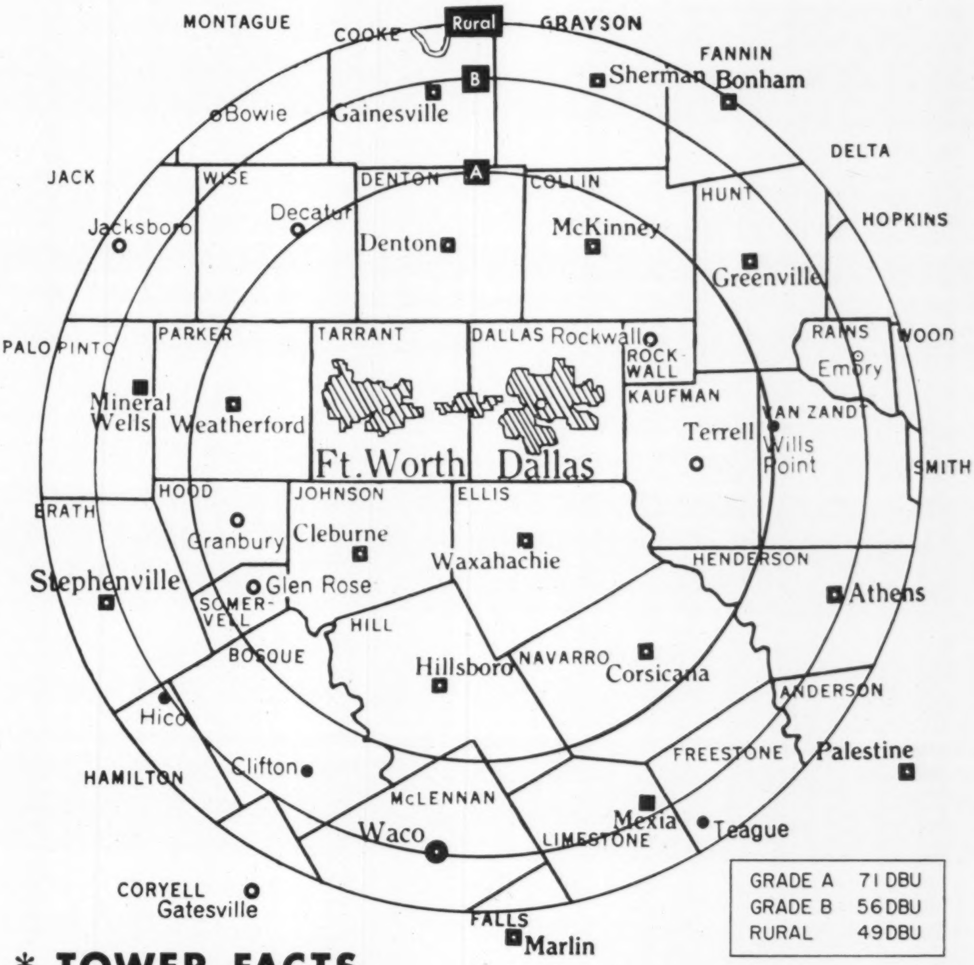
TALLEST STRUCTURE*

A STATION AND A MARKET GROW IN STATURE

The *new* DALLAS-FORT WORTH market, as defined by "Television Magazine," covers 42 counties, including 3 in southern Oklahoma.

- ★ **$3,477,072,000.00 Effective Buying Power!**
- ★ **42-COUNTY Population — 2,272,600!**
- ★ **552,740 Television Homes!**
- ★ **$2,582,192,000.00 Total Retail Sales!**

This brings more people, more buying income, more retail sales into the WFAA-TV picture!


MONTAGUE
COOKE
Rural
GRAYSON
B
Sherman
FANNIN
Bonham
Bowie
Gainesville
DELTA
JACK
WISE
A
DENTON
COLLIN
HUNT
HOPKINS
Jacksboro
Decatur
Denton
McKinney
Greenville
PALO PINTO
PARKER
TARRANT
DALLAS
Rockwall
ROCK-WALL
RAINS
Emory
WOOD
Mineral Wells
Weatherford
KAUFMAN
VAN ZANDT
Terrell
Wills Point
Ft. Worth
Dallas
SMITH
ERATH
HOOD
JOHNSON
ELLIS
Granbury
Cleburne
Waxahachie
HENDERSON
Stephenville
Glen Rose
SOMER-VELL
HILL
Athens
BOSQUE
Hillsboro
NAVARRO
Corsicana
ANDERSON
Hico
Clifton
FREESTONE
Palestine
HAMILTON
McLENNAN
Waco
LIMESTONE
Mexia
Teague
CORYELL
Gatesville
FALLS
Marlin
GRADE A 71 DBU
GRADE B 56 DBU
RURAL 49 DBU

* TOWER FACTS

- **51 FEET TALLER THAN THE EMPIRE STATE BLDG.**
- **ENOUGH "STEEL" TO BUILD 320 AUTOMOBILES**
- **ENOUGH "PAINT" TO COVER 95 FIVE-ROOM HOMES**
- **ENOUGH "CONCRETE" FOR 5 MILES OF SIDEWALK.**
- **1,521' high, including antenna**
- **1,685' above average terrain**

316,000 WATTS VIDEO • 158,000 WATTS AUDIO

Channel **8**

WFAA-TV
DALLAS
NBC · ABC

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

'BIG TOWN' BIG DEAL FOR LEVER BROS.

A $1,000-PRIZE essay contest which officially drew to a close Tuesday night with the announcement of the top three winners on NBC-TV's *Big Town,* netted the latter one of the heaviest listener responses in the program's 18-years, five of them spent in tv alone.

The contest, supervised by Lever Bros. Co. and the program's alternate sponsor, the A.C. Spark Plug Div. of General Motors Corp., asked *Big Town* viewers in the 11-19 year age group to submit essays on the subject "How I Would Solve the Juvenile Delinquency Problem." It attracted more than 15,000 replies from 44 states and Hawaii and out of this number, 5,832 were qualified to be considered. From these, 24 essays were judged to be best for their sincerity, aptness of thought and originality. Their authors currently are splitting the $1,000 melon in slices up to $300.

For Lever Bros, which bought *Big Town* as its own package in 1937, 15,832 letters and postcards amount to a most gratifying audience reaction. For years, a fairly routine cops 'n robbers show, *Big Town* went comparatively unnoticed by both radio and tv audiences through the years, and could make no claim to a regular audience until last year. At that time, when ratings were uppermost in the minds of Lever Bros. executives, *Big Town* was renovated in its entirety. Today, the program has assumed the air of a semi-documentary, dealing in a credible fashion with civic and community problems which are adapted to tv use from original newspaper reports.

"Because its characters no longer behave like goons, our viewers tend to see *Big Town* as their own city," says George J. Zachary, radio-tv program production manager for Lever Bros.

Ample proof is supplied by A. C. Nielsen figures which show *Big Town* (currently seen over 44 NBC-TV affiliates, plus an additional 66 other stations showing it on a delayed basis) in the last six months alone to have:

- Doubled its family viewership from 4,468,000 to 9,991,000.
- Upped its ratings by at least 6.3 points.

In addition, Lever Bros. reports receiving about 800 letters per program "which tell us more than mere figures could," says Mr. Zachary.

The comments that pour into the network and agencies concerned (Sullivan, Stauffer, Colwell & Bayles Inc., J. Walter Thompson Co. and Ogilvy, Benson & Mather Inc. for Lever Bros.; D. P. Brother & Co., Detroit, for A.C. Spark Plug) are, on the whole, enthusiastic and generous in praise. They cover a gamut of topics, as does *Big Town* itself: dope peddling, kleptomania, election fraud, mental illness and, of course, juvenile delinquency. (*Big Town*'s producers and writers tend to shy away from such controversial subjects as Communism, euthenasia, homosexuality and religion).

People who write in mince few words. One of the letters in reply to the contest offer was written by an 18-year-old who said: "We—youth—will pay a fantastic price to be accepted by the group . . . the timid, the sensitive, the awkward seek it like food . . . it must be found." He blamed juvenile delinquency on parental behavior. Parents write in too. A parent whose son was slain by a gang of "zip-gun" killers found *Big Town*'s treatment of a similar crime so identifiable that he said, "I could have easily imagined my own, personal family tragedy as the theme point of your program. [It was] a positive contribution to the difficult problem of teen-age delinquency."

Other letters request filmed reprints for showings in the community as part of safety campaigns, PTA meetings and classroom projects. One episode alone, based on fire hazards, pulled a staggering total of 1,337 replies, including many requests from such organizations as the National Fire Protection Assn.

"Little did we dream a year ago," commented Mr. Zachary, "that *Big Town* would be regarded as a public service program. We may not sell truckloads of soap through it, nor will A.C. find its oil-filter sales zooming, but it's certainly won us all a tremendous amount of consumer goodwill. In today's market, that's something that doesn't come cheap."

National Advertising Week Materials Being Distributed

THE Advertising Federation of America is releasing this week plans for its upcoming sponsorship of National Advertising Week, Feb. 19-25, and has begun distributing campaign materials to radio-tv stations, newspapers, magazines, industrial house organs and civic leaders.

Heading the 1956 National Advertising Week committee is Robert W. Sarnoff, NBC president. Among committee members are Robert E. Kintner, ABC president; Ted Cott, DuMont Broadcasting Corp.; Roger Pryor, vice president in charge of radio-tv, Foote, Cone & Belding, 1956 task-force agency; Richard Scheidker, secretary, American Assn. of Advertising Agencies; Kevin B. Sweeney, president, Radio Advertising Bureau, and J. L. Van Volkenburg, president, CBS-TV.

A special coast-to-coast tv network show written by Goodman Ace will be aired Feb. 19 in cooperation with all networks.

Thirty-two separate units of copy and material have been prepared for the 85 Advertising Week chairmen, picked from 115 AFA-affiliated clubs, including radio-tv scripts and public service spots, 16-inch radio transcriptions and sets of telops and glass tv projection slides. For the first time since the annual campaign started in 1952, radio station managers will be asked to "carry their own weight" by ordering the transcriptions at $1.25 for a disc or eight radio spots each featuring announcer Cy Harrice. Tv station managers will be charged $3 per telop or slide set of 12 images each. Orders should be placed for all charged material with AFA, 250 West 57th St., New York 19.

Census Reports Wholesaling

DETAILED analysis of wholesale business by states is being released by the U. S. Census Bureau. The figures were collected during the 1954 Census of Business. They cover states, counties, and cities, with breakdowns that include payroll and sales information. First state report covers Florida. Other states will come out at intervals during the next three or four months.

The bureau has been releasing analyses of retail business by states. Publication of these reports was started by B•T Nov. 21.

ANA Revises, Expands Report on Advertising

REVISED and expanded issue of "Prevailing Cooperative Advertising Practices," detailing current information on advertiser practices in handling cooperative advertising, has been announced by the Assn. of National Advertisers.

ANA's expanded report contains data on more than twice the number of companies presented in the original report issued in 1953 and 145 cooperative advertising agreement forms classified into 19 product groups. Thirty-five additional agreements not covered in the current issue will be available at a later date.

Other data includes a check list of provisions to assist in preparation or revision of cooperative advertising agreements and analysis of such information as allowable media, sharing proportions and alteration or cancellation provisions. Product groups included: major appliances, radio and tv sets, household furnishings, food, soap, groceries, toiletries, drugs, women's clothing, men's clothing, shoes, paint, other building materials, petroleum, automobiles and trucks, tires, silverware, photographic and specialty equipment.

NL&B Moves Chicago Office

MOVE of Needham, Louis & Brorby Inc., Chicago-based advertising agency, from the Field Bldg. to new quarters on three floors of the new Prudential Bldg. was completed last week.

NETWORK NEW BUSINESS

American Home Products Corp. through Biow-Beirn-Toigo Inc., N. Y., has begun alternate week 30-minute sponsorship of ABC-TV's *Ozark Jubilee* (Sat., 7:30-9 p.m. EST). Advertiser, on behalf of Kolynos, Anacin and Neet products, sponsors 8:30-9 p.m. EST segment three Saturdays out of four.

Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, buys for 26 weeks *Paul Harvey News* on ABC, radio (Sun., 5:15-30 p.m. CST), starting Jan. 1. Agency: Grant, Schwenck & Baker Inc., Chicago.

McKesson & Robbins Inc., (Neo-Aqua-Drin throat lozenges), Bridgeport, Conn., will sponsor a pre-Sugar Bowl round-up by sports broadcaster Jimmy Powers, Jan. 2, 1:45-1:55 p.m. EST, on ABC-TV. Ten-minute program will precede bowl game between Georgia Tech and Pittsburgh to be carried on network. Agency is Ellington & Co., N. Y.

SPOT NEW BUSINESS

Marlowe Chemical Co. (home fire extinguishers), N. Y. is launching its first tv campaign early next month with weekly series of 25 spots on WOR-TV New York and 12 spots over WCBS-TV New York. Marlowe also plans extensive use of WRCA New York for series of radio spots. Agency is Kastor, Farrell, Chesley & Clifford Inc., N. Y.

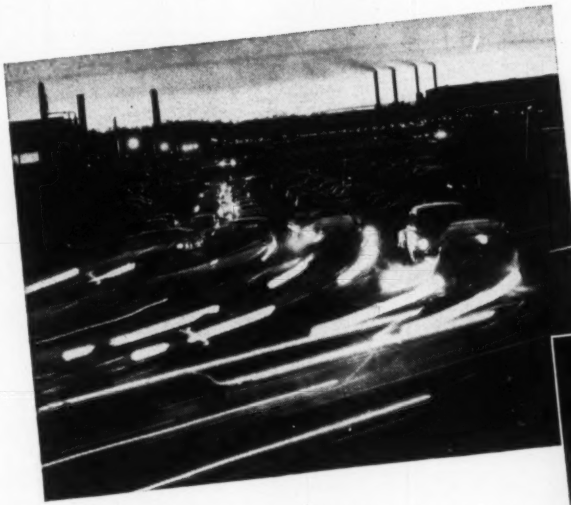
AGENCY APPOINTMENTS

Doeskin Products Inc. (paper napkins, tissues, towels), N. Y., appoints Harry B. Cohen Adv. Co., N. Y., effective Jan. 1. Grey Adv. Agency, N. Y., currently handles account.

Holgate Bros. Co. (toys), Kane, Pa., appoints Richard S. Robbins Co., N. Y. Radio-tv will be used.

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .

. . . a proven year-round vacationland . . .

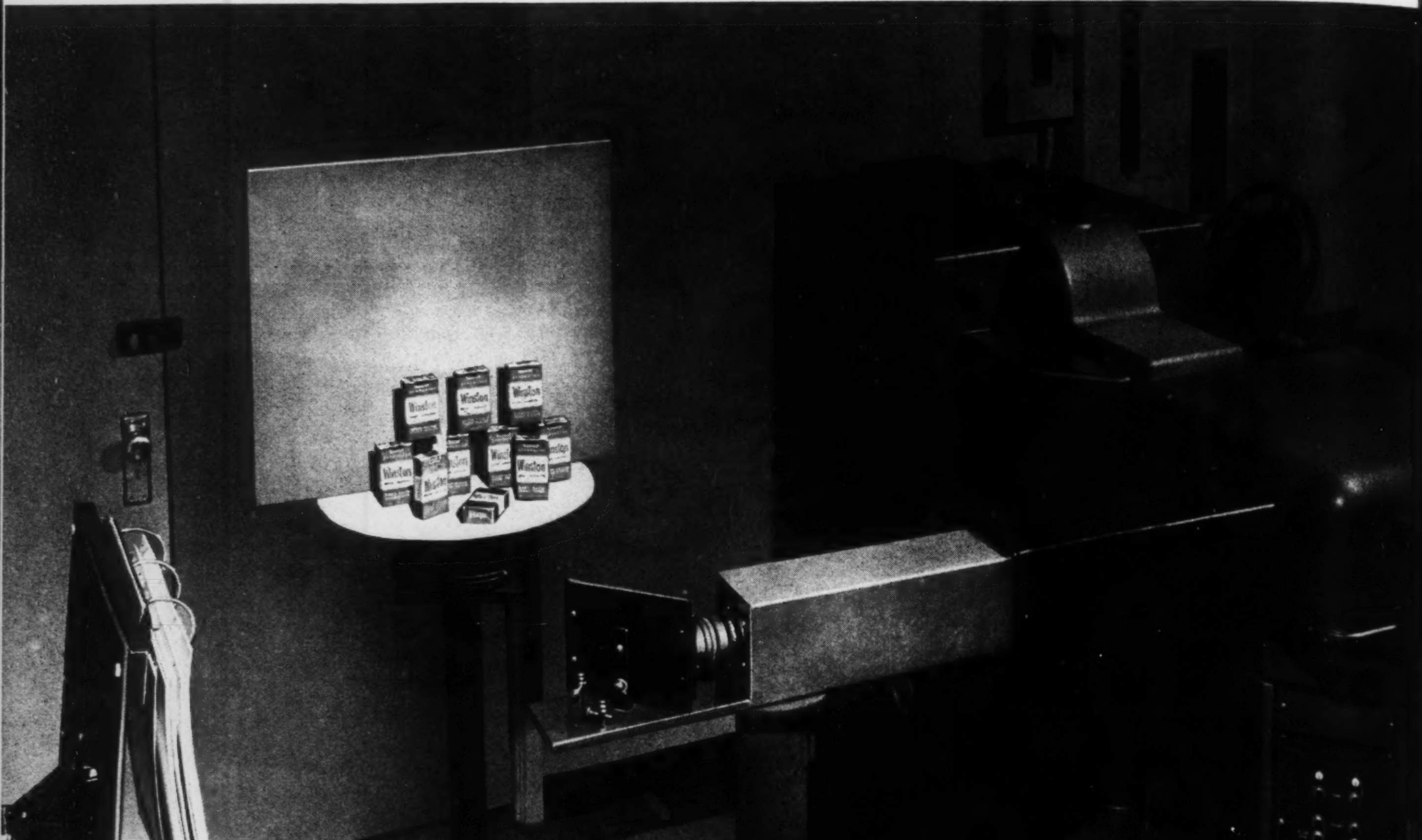
. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

Now! Live Color Commercials



"3V" Color Film System as arranged for pickup of color opaques and live action commercials.

RCA Pioneered and Developed Compatible Color Television

with your RCA "3 V"!

Simple lens system added to RCA "3V" Film Camera picks up live-action color commercials...and color opaques of all kinds

NOW you can go to "live" color in the least expensive way imaginable. RCA engineers have worked out an extension lens system which can be used with any RCA "3V" Camera to pick up all kinds of product displays . . . live . . . in action . . . in highest quality color. And the same system can be used for televising color opaques in the simplest possible manner.

Products to be colorcast are set up on a small, fixed stage (as shown on opposite page). Any type of action which can be carried out in a limited area is practical. You can turn products around, upside down, etc. . . . show liquids foaming . . . real bottle pouring . . . use of tools . . . appliances in operation . . . wind-up toys in action . . . all kinds of animation.

Color opaques can be artwork, charts, maps, diagrams, magazine pages, comic strips. They can be mounted on an easel, on a flip-over stand (as shown at right), or held in the hand. You can use artwork or catalog illustrations and thus avoid making slides. Color rendition is nearly perfect; there are no density problems as with color slides.

Both products and opaques are televised in the open . . . in fully lighted rooms. No need for light covers or strobe lights. Pictures have high resolution inherent in vidicon type camera. Picture quality and color is equal in every way to that attained with studio type color cameras.

Development of a push-button operated 4-input multiplexer makes it possible to use an RCA "3V" camera for televising "live" color commercials, color opaques, color transparencies, color slides and color films. Such an arrangement provides maximum usefulness of equipment—gets you into color in the fastest and least expensive way.

And remember, the RCA "3V" Film Camera System is the system which most broadcast engineers believe to be the best.

Color opaques in series, at a flip of the wrist.

Live color commercials with a minimum of props, showing hands, etc.

For complete technical information on the new RCA "3V" Color Film System, call your RCA Broadcast Sales Representative. In Canada: write RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT, CAMDEN, N. J.

LATEST RATINGS

NIELSEN

Top 10 Television Programs

Two Weeks Ending Nov. 26, 1955

NUMBER OF TV HOMES REACHED

† TOTAL AUDIENCE

RANK		RATING (000)
1	$64,000 Question (CBS)	16,138
2	I Love Lucy (CBS)	15,165
3	Disneyland (ABC)	14,963
4	Jack Benny Show (CBS)	14,192
5	Ed Sullivan Show (CBS)	13,856
6	Ford Star Jubilee (CBS)	13,621
7	Chevy Show-Bob Hope (NBC)	13,588
8	NCAA Football Game (NBC)	13,252
9	G. E. Theatre (CBS)	12,950
10	Perry Como Show (NBC)	12,346

‡ AVERAGE AUDIENCE

RANK		RATING (000)
1	$64,000 Question (CBS)	14,963
2	I Love Lucy (CBS)	14,292
3	Jack Benny Show (CBS)	12,883
4	Disneyland (ABC)	12,414
5	G. E. Theatre (CBS)	11,810
6	You Bet Your Life (NBC)	11,306
7	December Bride (CBS)	11,072
8	Ed Sullivan Show (CBS)	11,038
9	I've Got a Secret (CBS)	10,971
10	Dragnet (NBC)	10,770

PERCENT OF TV HOMES REACHED *

† TOTAL AUDIENCE

1	$64,000 Question (CBS)	50.4
2	I Love Lucy (CBS)	47.1
3	Disneyland (ABC)	46.4
4	Jack Benny Show (CBS)	45.0
5	Ed Sullivan Show (CBS)	43.5
6	Ford Star Jubilee (CBS)	43.2
7	Chevy Show-Bop Hope (NBC)	41.8
8	NCAA Football Game (NBC)	40.9
9	G. E. Theatre (CBS)	40.7
10	Perry Como Show (NBC)	39.0

‡ AVERAGE AUDIENCE

1	$64,000 Question (CBS)	46.7
2	I Love Lucy (CBS)	44.4
3	Jack Benny Show (CBS)	40.9
4	Disneyland (ABC)	38.5
5	G. E. Theatre (CBS)	37.1
6	Ed Sullivan Show (CBS)	34.7
7	I've Got a Secret (CBS)	34.7
8	You Bet Your Life (NBC)	34.6
9	December Bride (CBS)	34.5
10	Private Secretary (CBS)	33.1

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on Tv homes within reach of station facilities used by each program.

Copyright 1955 by A. C. Nielsen Co.

TRENDEX

Top 10 Programs for Evening Network Television
Week of Dec. 1-7

	Program	Homes %
1.	$64,000 Question (CBS)	42.8
2.	I Love Lucy (CBS)	40.6
3.	Ed Sullivan Show (CBS)	37.2
4.	What's My Line (CBS)	30.7
5.	I've Got a Secret (CBS)	29.0
6.	The Lineup (CBS)	26.9
7.	Perry Como Show (NBC)	26.5
8.	Your Hit Parade (NBC)	26.2
9.	George Gobel (NBC)	26.0
10.	Saturday Lucy Show (CBS)	25.7
	Honeymooners (CBS)	25.7

VIDEODEX

Top Ten Spot Shows*

Nov. 1-7

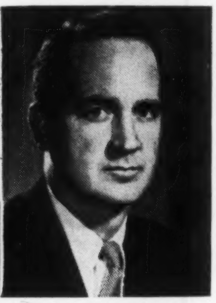
	Name of Program	% Homes	(000) Homes	Cities
1.	I Led Three Lives (Ziv)	19.2	6,143	125
2.	Liberace (Ziv)	18.4	3,839	93
3.	Man Behind the Badge (MCA-TV)	17.6	2,323	63
4.	Highway Patrol (Ziv)	17.4	5,135	129
5.	Badge 714 (NBC Film)	17.1	4,937	128
6.	Mayor of the Town (MCA-TV)	17.0	1,988	60
7.	Dr. Hudson's Secret Journal (MCA-TV)	16.9	2,509	76
8.	Annie Oakley (CBS Film)	16.6	4,622	113
9.	The Pendulum	16.1	1,198	44
10.	Confidential File (Guild)	15.7	3,151	52
	Mr. District Attorney (Ziv)	15.7	3,359	93

*Appearing in a minimum of 20 markets.
Copyright, Videodex Inc.

A&A PEOPLE

William L. Young, vice president in charge of marketing and merchandising, William Esty & Co., N. Y., appointed to agency's copy and planning board. **Grant M. Thompson,** account executive with Esty since 1951 and previously with Procter & Gamble, elected vice president of agency.

MR. YOUNG


MR. THOMPSON

James J. Cochran, vice president, Kudner Agency Inc., N. Y., since 1952, elected to board of directors. Other new members of Kudner board: **Vincent F. Aiello,** senior copy writer on Buick account; **Don Gibbs,** director of special activities, and **John H. Sheldon,** manager of Detroit office. **Frank Hopkins,** radio-tv copywriter, Kenyon & Eckhart, N. Y., has rejoined Kudner Agency Inc., in similar capacity.

J. Charles Derrick, advertising director, Pepsi-Cola Co., N. Y., since July 1954, elected vice president.

Peter G. Peterson appointed Chicago office manager, McCann-Erickson Inc. and **Chester L. Posey** chairman of plans board in that office.

Dorothy C. Samer, director of media department, Sorensen & Co., Chicago elected director of agency.

Mary Ellen Wheeling, time-talent buyer, Raymond R. Morgan Co., Hollywood, to Mottl & Siteman, that city, as radio-tv director.

George Watts, former retail store advertising and merchandising manager, to Alex Struthers & Co., Las Vegas, as agency Los Angeles manager.

Paul Greenfield, sales promotion manager, Simoniz Co., Chicago, promoted to brand advertising manager of that company. **Neil Salemi,** Schwimmer & Scott Adv. Inc., Chicago, appointed sales promotion manager of Simoniz Co.

David E. Neuman, Molesworth Assoc., N. Y., public relations firm, to Emil Mogul Co. Inc., N. Y., as assistant account executive.

Frank Tuttle, formerly promotion and continuity director KOMU-TV Columbia, Mo., to Bruce B. Brewer & Co., Minneapolis, as assistant account executive.

Vincent P. Maloney, copywriter and assistant account manager, Dickie-Raymond Co., Boston and N. Y., direct mail advertising agency, to Charles W. Hoyt Inc., N. Y., as copywriter.

Ted Liss, former production manager, KWK-TV St. Louis, Mo., to Malcolm-Howard Adv., Chicago, as account executive, writer, producer. **Neal Waldman,** former copywriter, Advertising Producers Associated Inc., Chicago, to creative staff of Malcolm-Howard Adv.

Winter D. Horton, executive producer, KFSD-TV San Diego, Calif., to Benton & Bowles Inc., N. Y., as production aide in Hollywood office.

Ernest Smit, Charles W. Hoyt assistant account executive, father of girl, Karen.

A&A SHORTS

Fohrman Packard-Studebaker, Chicago automobile dealer, has signed 52-week, $60,000 pact with WCFL Chicago, local American Federation of Labor outlet, for a six-times-a-week, five hours nightly series, *Harmony Highway*. Fohrman has been spending over $7,000 weekly in tv and has shifted budget to radio.

League of Advertising Agencies will hold its fifth annual dinner-dance in Terrace Room of Hotel Plaza, N. Y., Jan. 27. Guest speaker will be Lawrence Valenstein, president of Grey Adv. Agency Inc., N. Y.

BALTIMORE wrestling promoter Edward Contos signs a long-term contract giving tv rights to his bouts to the National Brewing Co. Looking on are (l to r) Norman S. Almony, brewing company vice president; E. K. Jett, WMAR-TV vice president; Patrick J. Roche, also a vice president of the brewing company, and Howard E. Williams, representing W. B. Doner & Co. Agency.

ZIV'S BIGGEST YEAR 1955, SINN REPORTS

IN TERMS of both sales and production, Ziv Television Programs is ending "the biggest year in its history," John L. Sinn, president, reported last week in a year-end summary.

Gross dollar volume of sales during 1955 was 42% larger than in 1954, he said, adding that "dollar value of 1955 sales was equal to the combined sales income of Ziv Television Programs for the years 1950 through 1952, inclusive." At year's end, he continued, a total of 2,278 clients, ranging from national advertisers to local retail shops, are sponsoring various Ziv Tv programs in a total of 280 markets. He noted that about 76% of the advertisers who sponsored Ziv Tv programs in 1950 still are company clients. During 1955, Ziv Tv produced a record-breaking total of 3,227,418 feet of program footage and a new high of 428,976 feet of commercials, according to Mr. Sinn. Four tv film series were released in 1955—*Man Called X, Highway Patrol, Science Fiction Theatre* and *Eddie Cantor Comedy Theatre*. New episodes of four other tv film series were produced during the year, including *I Led Three Lives, Mr. District Attorney, Cisco Kid* and *Corliss Archer*, he said.

"Ziv Tv continued to make an important long-range investment in color television during 1955," Mr. Sinn said. "Of the total footage shot for programs and commercials only 28% was directly in black-and-white and 72% was on color film stocks of various types. In most cases, black-and-white prints were made from the color negatives, although experimental colorcasts of Ziv Tv shows were made from color prints in such major cities as New York, Houston, Dallas and Los Angeles, among others."

Mr. Sinn predicted "a strong sales season in 1956," and revealed that the production goal next year would be film footage amounting to 38% above the 1955 figure.

Ziv Television Film Series Purchased by Ohio Oil Co.

OHIO OIL Co., Findlay, Ohio, has bought Ziv Television Programs' *The Man Called X*, tv film series, in 13 markets on behalf of its 2,000 dealers and its "Marathon" gasoline and lubricants, it was announced last week by M. J. Rifkin, Ziv Tv sales vice president. The agency is N. W. Ayer & Son, New York.

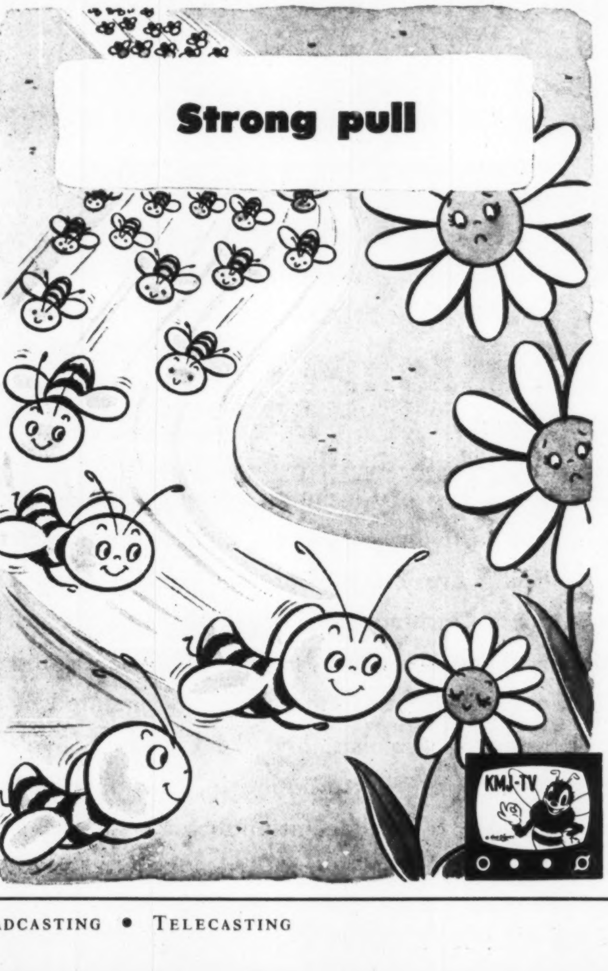
The campaign, scheduled to begin in January, will cover areas in the petroleum company's five-state market of Ohio, Indiana, Michigan, Illinois and Kentucky. The purchase of Ohio Oil and other advertisers has raised to 56 the number of markets presenting *The Man Called X*, according to Mr. Rifkin.

Mennen Buys 'Passport' For 30 Major Tv Markets

MENNEN Co., Morristown, N. J., will use spot tv film for the first time on Jan. 1 when it begins its sponsorship of ABC Film Syndication's *Passport to Danger* series in 30 major markets to promote its complete line of men's toilet items.

Details of Mennen's spot tv film campaign are being announced today (Monday) by George T. Shupert, president of ABC Film Syndication. In support of the television program, he said, ABC Film Syndication, Mennen and its agency, McCann-Erickson, have mapped out an extensive merchandising-promotion-exploitation campaign.

WREC-TV Memphis, Tenn., has contracted for CBS Newsfilm service beginning with the start of the station's telecasting operations Jan. 1. Present at the contract signing in Memphis are (l to r): seated, Jack Wiedmer, CBS Television Film Sales account executive, St. Louis office, and Hoyt B. Wooten, WREC-TV owner, and, standing, Jack Michael, the station's program director, and Charles Brakefield, its sales manager.



. . . keeps viewers tuned to

KMJ•TV

FRESNO, CALIFORNIA • CHANNEL 24
Basic NBC affiliate

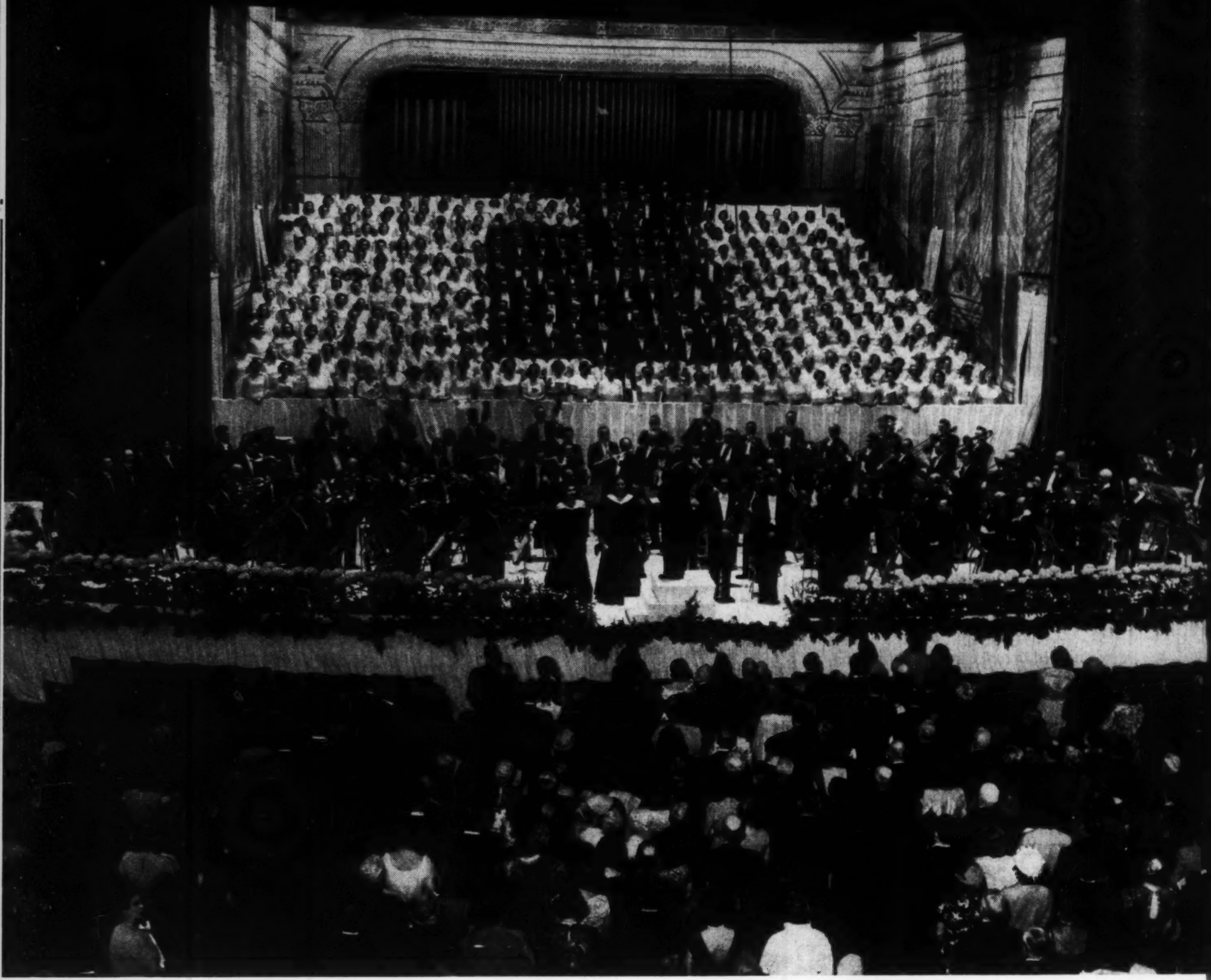
the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative



Photo, courtesy Cincinnati Enquirer

It's An Old Cincinnati Custom—

In 1873, the first of Cincinnati's internationally famous May Festivals was held in Cincinnati's historic Music Hall. Every two years since then, without interruption, Cincinnati has attended the traditional four day series of concerts, to hear their friends and neighbors who comprise the chorus, augmented by world renowned soloists, and the Cincinnati Symphony Orchestra. Participating in, and attending May Festivals, is an old Cincinnati custom.

—another Old Cincinnati Custom

(firmly established over a 26 year period)

is

Listening To

WCKY

82.4% of Cincinnati Homes Listen to WCKY each week

●

WCKY has

21% of the Morning Audience
22% of the Afternoon Audience
21% of the Evening Audience

●

Large Audience . . . Low Rates
Make WCKY Your Best Buy, in Cincinnati

Follow the custom in Cincinnati

BUY WCKY

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

*Pulse; Oct.-Nov.
Mon. thru Fri.

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

FILM SALES

CBS Television Film Sales Inc., N. Y., has sold *San Francisco Beat* to Genessee Brewing Co., Rochester, N. Y., for weekly showing on WRGB (TV) Schenectady and WNBF-TV Binghamton, both N. Y. Agency is Rogers & Porter, N. Y.

FILM PRODUCTION

Hal Roach Jr., L. A., announces production of 39 episodes of new tv series, *Code 3* for Rabco, joint Roach-ABC organization, and to be released by ABC Film Syndication. Series will be based on activity of L. A. county sheriff's office.

Parker-Rogers Productions, Hollywood, has signed Robert C. Dennis as writer for new series, *The Tracer,* based on files of Tracers Corp. of America, N. Y. Production of 26 films is set for early 1956 in New Orleans.

George Jessel's new audience participation tv series, *Love and Marriage,* will use Allen B. DuMont Labs. Inc.'s Electronicam process with filming to start Dec. 28 in New York. Program will feature interviews with "newlyweds, oldie-weds and just plain weds," according to Mr. Jessel, who is producing the show.

Reela Films, Miami, Fla., to film all Orange Bowl activities during week-long festival to be climaxed by football game Jan. 2. Color films will be distributed by Reela Miami office.

FILM DISTRIBUTION

Victory Enterprises Inc. has signed contract with Quality Films Inc., Hollywood, for distribution of 97 western feature films.

Association Films, N. Y., is distributing free to tv stations new 13½-minute color cartoon, "Man of ACTION," produced for American Council to Improve our Neighborhoods (ACTION) by Transfilm Inc., N. Y. Production costs were contributed as a public service by Continental Can Co., N. Y. Company also is offering free series of six 27-minute films on health problems, titled *Anywhere U. S. A.,* produced for Health Information Foundations.

Lloyd Burns of Toronto named Canadian distributor of *The Adventures of Long John Silver* for tv. CBS-TV Film Sales is U. S. distributor for series.

FILM PEOPLE

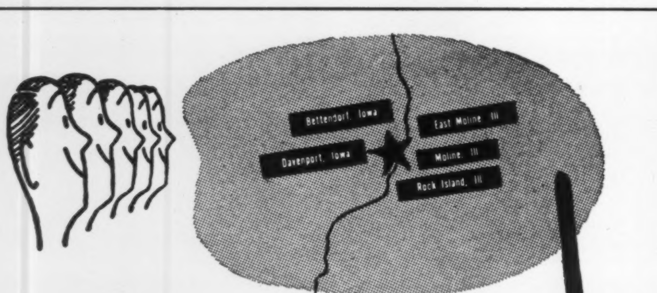
Gilbert Zingaro, operations manager, Cellomatic Corp., N. Y., producer of live animation techniques for tv shorts, named executive vice president in charge of operations.

Loring H. Dunton, formerly general manager, Video Expediting, N. Y., to Modern Talking Picture Service Inc., N. Y., film producers, as exchange manager of N. Y. office.

Bert Spielvogel, director of photography for Drew Pearson's syndicated film series, appointed director of photography for motion picture division of Robert J. Enders Adv. Inc., Washington, D. C.

Frank G. O'Halloran, sales and marketing specialist, Becton, Dickinson Co. (surgical supplies), Rutherford, N. J., named sales manager of industrial division, Sterling Television Co., N. Y.

Fluff Blome, promotion coordinator, Television Programs of America Inc., N. Y., appointed studio director, Easten Films Inc., N. Y., tv film producer.



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

WOC
5,000 W 1420 Kc

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

NARTB Backs Parley Of State Assn. Heads

MOVE to strenghten the industry's position in meeting legislative problems and to set up a clearing-house for ideas, information and techniques was announced by NARTB Wednesday. The project will be built around the first of a series of NARTB-sponsored conferences of state association presidents [Closed Circuit, Dec. 5].

President Harold E. Fellows, announcing preliminary plans for the meeting, scheduled to be held Feb. 21 in Washington, said Howard H. Bell, assistant to the president, will be staff coordinator of state association activities in addition to his other duties.

The clearing-house project will be centered around NARTB's monthly publication, *Stateside,* which is distributed to members of state associations. State groups, in turn, will handle projects on the state and local level, keeping in close touch with the national association.

Among topics of current interest are sports, freedom of information, freedom of access to courts and public events, legislation and public service campaigns. State associations now are operating in 47 states; Hawaii and Puerto Rico. Delaware is the only state not organized.

The Feb. 20 conference will take up ways NARTB can cooperate with state and local groups. A luncheon with a prominent guest speaker is scheduled, along with a reception. Delegates and wives will be invited to the annual Voice of Democracy luncheon scheduled Feb. 22. Delegates will have a chance to visit members of their Congressional delegations.

533 Low Power Stations Favor 1 Kw Boost—CBA

SEEKING membership in its drive for a power increase for all Class IV (100 w-250 w) stations, the Community Broadcasters Assn. Inc. has mailed a brochure to the 900-plus Class IV outlets explaining the purpose and functions of the CBA.

Of 622 stations which answered a preliminary post card survey, 533 favored the proposed boost to 1 kw, while only 13 were definitely opposed to the increase. In view of the majority opinion, CBA was formed (with offices in Washington, D. C.) to push for the overall increase. CBA points out that the cost would be prohibitive for an individual 250-watter to seek the increase, but can be accomplished at a nominal cost per station as a joint project.

CBA predicts it will cost individual member stations about $300 to accomplish the power increase, which will take from 18 to 24 months. With this in mind, stations are charged $150 per year for membership.

The 190 member stations to date have elected 15 district directors, headed by President F. E. Lackey, WHOP Hopkinsville, Ky. The districts are set up to follow the lines of NARTB's districts.

CBA will handle all engineering costs of the project, estimated to run about $5,200 per frequency. Consulting engineer is T. A. M. Craven, Craven, Lohnes & Culver, Washington, and legal counsel is Howard J. Schellenberg Jr., O'Laughlin & Schellenberg, also Washington.

Poor to NARTB Radio Board

JOHN B. POOR, MBS executive president, has been named to the NARTB Radio Board of Directors, succeeding E. M. Johnson, who was MBS board member until his resignation from the network in October. Mr. Poor has been named to the NARTB Am Committee.

Broadcast Adv. Club Elects Stirton President for '56

JAMES L. STIRTON, vice president of Music Corp. of America, Chicago, was elected president of the Broadcast Adv. Club of Chicago for 1956 at a luncheon meeting in Chicago Tuesday. He succeeds Peter A. Cavallo Jr., vice president in charge of radio-tv, J. Walter Thompson Co.

Elected vice presidents were Frank Baker, vice president, Grant, Schwench & Baker; Gene F. Seehafer, account executive, Needham, Louis & Brorby, and Harold A. Smith, advertising and promotion director for tv, NBC Central Div. Ruth Babick, chief timebuyer, Earle Ludgin & Co., was elected secretary and Lois Thompson, Meeker-Tv, station representative, was named treasurer.

BAC's 1956 directors, in addition to Messrs. Cavallo, Smith, Baker and Seehafer and Miss Thompson, are John Cory, vice president, Free & Peters; William F. McGuineas, commercial manager of WGN Inc.; Sterling Quinlan, vice president in charge of WBKB (TV) Chicago; Cyril C. Wagner, tv account executive, NBC Central Div., and Charles Zeller, radio-tv director, Guenther-Bradford & Co. Half of the board is elected each year.

Advertising Agencies' League Announces Officers for 1956

NEWLY-APPOINTED officers for the League of Advertising Agencies Inc., were announced in New York last week by James B. Zabin, president of the organization who was elected for a second term. The new officers: Benjamin Reiss and Larry Schwartz, vice presidents; Nat Roth, treasurer and Ted Bernstein, Lester Loeb, Henry Loewy, M. B. Pearlman, Philip I. Ross and William Weltman, members of the board of governors.

Continuing to hold office during 1956 are Julian Ross, executive secretary; Irving Davis, vice president; Max Sinowitz, secretary; Louis N. Field and Morton J. Simon, legal counsels; Lucius H. Coleman, fiscal advisor, and Bosh Stack, public relations counsel. A. D. Adams, Arthur Bandman and David E. Rothschild will continue to serve on the board of directors.

Analysts Re-elect MacVane

JOHN MacVANE, ABC news commentator, was re-elected president of the Assn. of Radio News Analysts for 1956, and Eric Sevareid and Ned Calmer, both CBS, were elected vice presidents at an annual meeting of the organization in New York. Other officers elected: H. V. Kaltenborn and Leon Pearson, both NBC, and George Fielding Elliot, MBS, members of the executive committee; John Vandercook, ABC, secretary-treasurer, and Walter Cronkite, CBS, secretary.

TRADE ASSOCIATION PEOPLE

Frank Crane, president, Southern California Broadcasters Assn., chosen to serve as member of Governor Goodwin Knight's recently formed "Advisory Committee on Public Relations."

TRADE ASSOCIATION SHORTS

Wake Forest College, N. C., became third college to install a chapter of Rho Tau Sigma, national radio and television honor society.

Music Publishers Protective Assn. has moved its offices to 460 Park Ave., New York 22. Telephone: Plaza 1-1930.

The Giant of Southern Skies

Offers Participations in Two Outstanding Programs

"MY LITTLE MARGIE"

Mondays thru Fridays
4:00-4:30 P.M.

Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"

Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite

The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

STORER NAMES FIVE VICE PRESIDENTS

Broadcasting company promotes following station managing directors to new status: Babcock, WGBS Miami; Lipson, WJBK-AM Detroit; Michaels, WJBK-TV; Miller, WWVA Wheeling, and Bailey, WBRC Birmingham.

FIVE new vice presidents of Storer Broadcasting Co. were named last Wednesday by the organization's board of directors, meeting at Miami, Fla.

The appointees, all managing directors of Storer stations, are Miller N. Babcock, WGBS-AM Miami; Harry Lipson, WJBK-AM Detroit; Bill Michaels, WJBK-TV Detroit; Paul J. Miller, WWVA-AM Wheeling, W. Va., and James E. Bailey, WBRC-AM Birmingham, Ala.

Miller N. (Slim) Babcock, managing director of WGBS-AM since January of 1952, is a 28-year veteran of radio and newspapers. He entered the organization as a salesman at WGBS in 1943 and was named sales manager in 1945. During his career as managing director of the station, he has developed many unusual public service programs, one of which won the Freedoms Foundation medal of achievement. Before going with Storer, Mr. Babcock was associated with WIOD Miami and WFTL Ft. Lauderdale, Fla., and his newspaper background includes the *Newark Ledger*, Newark, N. J., and the *Miami Herald*.

Harry R. Lipson carries over into his new position 30 years of experience in radio and television. Before entering the broadcasting field he was publisher of the *Detroit Medical News* and also advertising representative of the Michigan State Medical Society. Mr. Lipson has been associated with WJBK for the past seven years, having moved to that station from CKLW Windsor-Detroit. Serving successively as salesman, sales manager, assistant managing director of both radio and television, he was named managing director of WJBK-AM a year ago when Storer separated management of the radio and television properties.

Bill Michaels, managing director of WJBK-TV since December 1954, joined Storer in 1953 when the company purchased KABC San Antonio, Tex. Mr. Michaels was managing the station at the time and was retained in that capacity. He had been with the station since 1940 and had handled the Southwest Conference football games. He remained in San Antonio until Storer sold KABC. Then, upon separation of radio and television in Detroit last November, he was made managing director of WJBK-TV.

Paul J. Miller, managing director of WWVA Wheeling, W. Va., first entered radio in Pittsburgh in the 1920's. He has worked in almost every phase of radio operation. In 1931, he became associated with WWVA as a sportscaster, later serving as production manager. In 1946 he was appointed assistant managing director and in 1953 was made managing director. He currently is president of the West Virginia Broadcasters Assn.

James E. Bailey, managing director of WBRC Birmingham, is another veteran of broadcasting. A native of the Alabama city, he first served in advertising sales on the *Birmingham News* and then moved to the sales department of WSGN. In 1943 he went to WAGA Atlanta, where as managing director he put Georgia's first tv station on the air. Mr. Bailey remained in Atlanta until 1952, when ill health forced his temporary retirement. When Storer purchased the Birmingham operation in August of 1953, Mr. Bailey moved back to his hometown to head the station's radio activities.

MR. BABCOCK

MR. LIPSON

MR. MILLER

MR. MICHAELS

MR. BAILEY

Three Stations in Maine Name Mullen to Sales Post

WILLIAM J. MULLEN, Old Orchard Beach, Me., has been appointed national sales manager for WPOR Portland and WABI-AM-TV Bangor, both Maine, effective Jan. 1. Mr. Mullen also was appointed to represent WMTW (TV) Poland Spring, Me., in the Boston area.

WPOR also announced that George P. Hollingbery would represent the station in New York.

Ben Nedow Has Heart Attack

BEN NEDOW, president and general manager of KECK Odessa, Tex., was reported in fair condition in an Odessa hospital after suffering a heart attack Dec. 13.

Two New Tv Stations Set To Begin Operation Jan. 1

JAN. 1 commencement dates for commercial operation were announced last week by KOSA-TV Odessa, Tex., and KHAS-TV Hastings, Neb.

In setting the KOSA-TV starting date, Cecil L. Trigg, president and general manager, said the outlet will commence with more than a half-million gross in national and local billings. KOSA-TV will operate on ch. 7 with CBS-TV affiliation.

KHAS-TV went on test pattern Dec. 18 and plans to start its commercial operation next Sunday at 4 p.m., according to Duane L. Watts, general manager. The NBC-TV affiliate is on ch. 5 with a 767-foot tower to provide 100 kw maximum operation. Station is RCA-equipped. National sales representative for KHAS-TV is Weed Television.

BILL BROWN, Bill Brown Insurance Co., signs for the entire Christmas Day broadcasting activities of KAMO Rogers, Ark., as G. Don Thompson, KAMO manager, looks on. No commercials will be used by the sponsor.

Dallas' Radio Plans Joint Media Promotion

DALLAS' seven radio stations have joined forces to underwrite an advertising-merchandising program for the first nine months of 1956.

The move grew out of the Texas Assn. of Broadcasters presentation of a plan for promoting radio throughout the state [B•T, Nov. 21]. Member stations were offered a package deal—including newspaper, outdoor and radio ads plus merchandising aids—on a voluntary basis. The materials are planned to promote "Listen While You Drive," "Listen While You Work," and "Listen While You Relax."

The campaign, to open in January, will use posters, large ads in both Dallas newspapers, radio spots, bumper strips, counter cards, mail stuffers, stationery stickers and postage meter tie-ins.

Dallas stations participating include KGKO, KIXL, KLIF, KRLD, KSKY, WFAA and WRR. McCann-Erickson, Dallas, is the agency.

NBC Predicts Record Year For Its Radio, Tv Stations

A RECORD-BREAKING sales year for the five radio and five tv stations owned by NBC was predicted last week by Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, on the basis of 11-month reports showing "substantial" increases over the first 11 months of 1954.

National spot sales in television on the five stations, he said, increased more than 14% over sales of the first 11 months of last year, while local sales in tv climbed to 19% over 1954. National spot and local radio sales have continued "well above the levels of 1954," Mr. Denny reported, although definite percentages are not available at this time.

Sales during the month of November contributed substantially to the overall gain for the year, according to Mr. Denny. Local sales on the 10 NBC owned stations in November rose 29% over last year, he said, and national spot sales climbed more than 15% above the November 1954 figure.

HOLLINGBERY NEW BOARD CHAIRMAN

GEORGE P. HOLLINGBERY, president of the station representative firm he started in 1936, has been named chairman of the board of directors, capping the promotion of six other Hollingbery officials, the company announced last week. The realignment becomes effective Jan. 1, 1956.

Executive Vice President F. Edward Spencer Jr. will become vice chairman of the board.

Fred F. Hague, presently radio vice president, and Harry Wise, now vice president in charge of the Los Angeles office, will become president, respectively, of the Radio Div. and the Television Div. Both will be headquartered in New York. Overall direction of Hollingbery West Coast operations will be handled by George Lindman, vice president in charge of the San Francisco office while the Los Angeles office will be headed by Roy Edwards, account executive in the Chicago office, replacing Mr. Wise.

The Hollingbery firm represents about 70 radio and television outlets.

HOLLINGBERY

SPENCER

HAGUE

WISE

LINDMAN

EDWARDS

WBSC Spot Business Up

WBSC Bennetsville, S. C., reports that national spot business is up 122% over 1954 while regional and local spot billings have increased 63% and 9% respectively. Overall profits have shown an 18% increase.

Mixed Reaction Greets N. Y. City Tv Proposal

PROPOSAL for a New York City-owned television station was favored and opposed last week at the New York City council finance committee's public hearing on the 1956 city budget, which included an allocation of $379,955 for a television transmitter and studio and remote equipment.

Speaking for the Citizens Union, George M. Hallett Jr., executive secretary, praised the project for the contributions it could make to civic improvement and the cultural life of the city. Speakers for the Commerce and Industry Assn. of New York and the Real Estate Board of New York opposed the city television proposal, claiming "it was a waste of the taxpayers' money" and would be competitive to private tv interests.

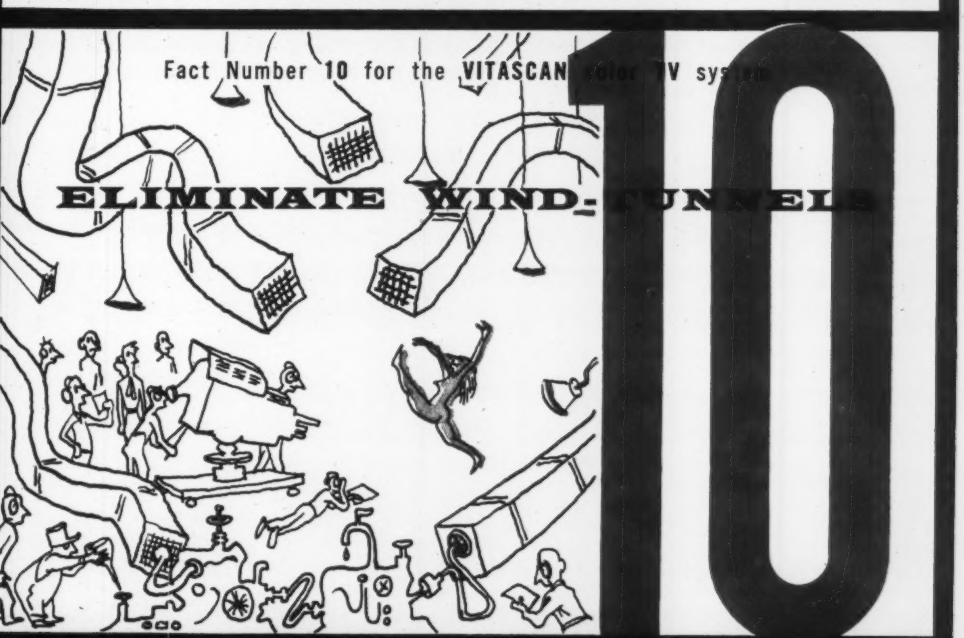
The city's Municipal Broadcasting System, which operates WNYC-AM-FM New York, has been authorized by FCC to operate WNYC-TV on uhf ch. 31.

Duties Reassigned For KPAR-TV Debut

REASSIGNMENT of job titles and duties at KDUB-TV Lubbock, Tex., and its satellite KPAR-TV Sweetwater, Tex., has been announced with the impending beginning of operations of ch. 12 KPAR-TV.

Changes are as follows: James Phillips has been appointed controller and assistant secretary-treasurer; Jimmie Isaacs, sales manager, has been named vice president and general sales manager; W. H. Shipley, promotion manager, has been reassigned as vice president and administrative assistant; E. A. Hassett has become national sales manager; Ray Trent, program director and film buyer, is assistant manager and program director-film buyer; Rudy Starnes, chief engineer, additionally becomes assistant manager; Dan Guthrie takes on KPAR-TV station manager duties, and John Kreiger becomes manager of radio (KDUB Lubbock). W. D. Rogers is president of the stations.

DON'T OVERLOOK THE FACTS


Fact Number 10 for the VITASCAN color TV system
ELIMINATE WIND-TUNNELS
10

11 Keep watching this space for more revealing facts!

10 The cost and maintenance of costly, cumbersome air-conditioning systems are practically eliminated in the Vitascan TV system.

9 NO BURN-IN

8 NO SPECIAL MAKE-UP

7 PERFECT CAMERA-MATCH

6 COMPACT CAMERA

5 NO REGISTRATION PROBLEMS

4 CUTS MANPOWER IN HALF

3 NO HOT LIGHTS

2 TUBE COST approx. 2c per hour

1 COLOR AT MONOCHROME COST

DUMONT

VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

RADIO-TV READIES FOR COLORADO TEST

Number of electronic journalism groups prepare broadcasting's side of the case for Jan. 30 hearing on admission of microphones and cameras to state courts.

THE COLORADO trial of Microphone & Camera v. Canon 35 of the American Bar Assn., scheduled to start Jan. 30 in the state Supreme Court chamber [B•T, Dec. 19], will feature witnesses representing principal media organizations.

NARTB, American Newspaper Publishers Assn., Sigma Delta Chi, AP's Freedom of Information Committee and many other groups active in printed and electronic journalism will take part in the hearing, it appeared at the weekend.

Denver area radio and tv broadcasters will appear as a unit. They will be represented by Judge Justin Miller, NARTB advisor and ex-board chairman, a longtime leader in the industry's battle on behalf of freedom of speech and access. Flanking Judge Miller will be Vincent Wasilewski, former NARTB chief attorney and now the association's government relations manager.

The whole freedom of access problem, as it applies to courtrooms, was opened before the ABA's House of Delegates last summer when Judge Miller, a delegate, obtained permission for Philadelphia radio-tv stations to broadcast House proceedings [B•T, Aug. 29]. At that time ABA delegates voiced surprise at the quiet and efficient way the proceedings could be picked up by electronic media. ABA's famed Canon 35, widely followed by the nation's courts, opposes microphone and camera facilities in courtrooms. An ABA committee is currently considering proposals to revise Canon 35.

Another active fighter on behalf of freedom of speech and the right of broadcasters to editorialize, Rex Howell of KFXJ-AM-TV Grand Junction, Colo., will represent Colorado Broadcasters & Telecasters Assn., according to Elwood H. Meyer, KYOU Greeley, CBTA president. Mr. Howell will testify on behalf of the state's broadcasters as a unit.

The Denver broadcaster group planned to meet at the weekend to appoint a local attorney to cooperate with Judge Miller and Mr. Wasilewski.

Justice Otto Moore of the Colorado Supreme Court last week announced ground rules for the Jan. 30 hearing, which is expected to run 10 days or two weeks. Media will be permitted to demonstrate their techniques as well as argue their side of the case.

Decision of the Supreme Court to hold the hearings, following its recent ban against broadcast or visual coverage, was based on a review of recent developments in connection with the famed Graham murder charge, in which the defendant has been charged in connection with the bomb explosion-crash of a United Air Lines plane.

The first two arraignment hearings were covered by radio-tv, in line with recent court practice in the state. Then the high court suddenly announced no aural or visual media could enter any state courtroom. Protests came swiftly from many sources [B•T, Dec. 12].

In naming Justice Moore to conduct the hearing, the court explained the case is to provide a basis for findings and recommendations "concerning continuance, repeal or amendment" of any of the ABA canons.

Persons or groups desiring to take part in the hearing must notify the court clerk before Jan. 25, explaining why they desire to be heard.

The object of the hearing, it was continued, "is to explore the facts and the law in order that the Supreme Court may determine whether Canon 35 should be repealed, amended or continued and enforced in its present form."

The Colorado Supreme Court first imposed Canon 35 bans in state courts July 30, 1953, by sending a directive to all judges. Among media protests was one instituted by the *Denver Post* under which names of judges were omitted from court stories.

Relaxation of the ban was ordered last year by the court. Few cases of wide public interest developed in recent months so little radio-tv coverage has been given. Film camera pickups were deemed adequate.

When the Graham preliminary hearing opened, KLZ-TV was there with an Auricon camera and other media facilities were present because of the wide interest. Judge Edward Keating permitted radio-tv pickups at the preliminary proceedings but further coverage was stopped by Judge E. V. Holland of the Supreme Court. Under his ban, a cameraman could be cited for contempt of court even if he photographed an empty courtroom at midnight, it was stated.

Wash. State Law Interpreted In Favor of Radio-Tv Access

RADIO AND TV are entitled to full reporting rights with other media in covering public events in the State of Washington, under an informal interpretation by Attorney General Don Eastvold. The interpretation deals with a state law enacted by the 1953 legislature which holds that communications media should be allowed to report freely all decisions reached by a public body.

Despite this ruling, issued after KING-AM-TV Seattle had been denied permission of the board of regents, U. of Washington, to cover a hearing in a football controversy, the stations were not allowed to place their facilities in the hearing room.

Instead Chuck Herring, news director, and Dick Ross, associate, worked from a tv camera in an anteroom. The camera was aimed through an open door, catching part of the room, but proceedings were not audible. The newsmen moved back and forth in relays, providing a running commentary.

Last week Rep. Jeanette Testu, Seattle, legislator, asked the attorney general to issue an

ID's Get 'New Look' at KDKA-TV Pittsburgh

PHOTOGRAPHS of Pittsburgh, a community which in recent years has been undergoing a vast rebuilding program, have become the background for new station identification slides of KDKA-TV in the Steel City.

The idea for the new look in ID's was conceived by Harold C. Lund, station vice president, and David Lewis, promotion manager, who selected 24 pictures for the slides from the work of leading Pittsburgh photographers.

So much favorable comment was received on the ID's that Messrs. Lund and Lewis decided that they had struck a vein of promotional gold that deserved further mining. They decided that there were enough outstanding photos of the city to justify a special exhibit sponsored by the station.

The "Portrait of Pittsburgh" show (held in KDKA-TV's lobby) that resulted from this decision was hailed as an unqualified success. All Pittsburgh papers covered the opening, swarms of Pittsburghers attended, city officials expressed pleasure, and building officials and photographers were happy at the public relations job it did. Pleased also was KDKA-TV—which spent only $150 on the project.

Westinghouse
KDKA TV
2
Pittsburgh

One of the scenic ID's

Portrait of Pittsburgh

PITTSBURGH Mayor David Lawrence (l) and KDKA-TV's Vice President Harold Lund officially open the "Portrait of Pittsburgh" exhibit.

official interpretation on application of the open meeting law.

The original request to the board of regents for permission to cover the hearing was made by Otto Brandt, KING-AM-TV vice president and general manager. When Mel Meadows, INS newsman, asked the attorney general's office for a clarification of the 1953 open meeting law, Mr. Eastvold gave this interpretation.

"The 1953 session of the Washington State Legislature clearly provided that radio, television and newspapers should be allowed to report freely all decisions reached by a public body. This includes the Board of Regents of the U. of Washington.

"The law contemplated two things: The public is entitled to know all the facts concerning public decisions of public bodies. All news media are to be treated equally and fairly.

"The Board of Regents of the U. of Washington is entitled to meet in executive session to discuss background material and confidential matter. But when final decisions are reached, such decisions and the vote of each member on the same should be reported at open meetings with the right of equal representation by radio, television and newspapers."

Mr. Brandt later wrote Elroy McCaw, KTVW (TV) Seattle, president of Washington State Assn. of Broadcasters, that the industry has a situation in which WSAB members "can play an extremely important role." After reviewing the exchange of letters and wires between KING-AM-TV and college officials, Mr. Brandt said:

"As you know, the U. of Washington is a state institution, principally supported by the taxpayers of this state. The university has taken a great deal of interest in the possibilities of the television medium, including the installation and operation of one of the few educational vhf stations in the country. It also has a very fine school of communications.

"If not only television, but also radio can be barred from an open public meeting conducted under what is known as Washington State Open Meeting Law, then we might as well give up any thought of developing the full potential of the broadcast medium in the important fields of news and special events."

Staff Appointments Made By KOSA-TV Odessa, Tex.

STAFF APPOINTMENTS for KOSA-TV Odessa, Tex., new CBS-TV affiliate scheduled to begin commercial operation Jan. 1 (see story, page 52), were announced last week by Cecil L. Trigg, the station's president and general manager.

The appointments include Bill Schock, chief engineer, formerly in the same capacity with KPLC-TV Lake Charles, La.; Bette B. Miller, women's director, formerly with KDUB-TV Lubbock, Tex.; Stu Klein, production manager, formerly with KTBC-TV Austin, Tex.; Alex Mattison, director-cameraman, formerly with CBS-TV New York, City; Al Helton, director-cameraman, formerly with KTBC-TV Austin, Tex.; Bobby Ghormley, cameraman, formerly with KROD-TV El Paso, Tex., and Lucio Orozcco, art director, formerly associated with a southwestern department store chain in its art and display department.

KSO Becomes Independent

KSO Des Moines, Iowa, has relinquished its affiliation with ABC and will operate on a music-news-sports program schedule, it was announced last week by Raymond W. Baker, the station's general manager.

Mid-Continent Names Moudy, Berthelson Vice Presidents

APPOINTMENT of two additional vice presidents for Mid-Continent Broadcasting Co. has been announced by Todd Storz, president.

Dale Moudy, who has been director of engineering for the company, has assumed the position of vice president and director of engineering, and Fred E. Berthelson, also named to a vice presidency, will continue as general manager of WTIX New Orleans.

MR. MOUDY

MR. BERTHELSON

Mr. Moudy, 32, joined KOWH Omaha in 1946 as control room operator and later served as studio supervisor and chief engineer. Mr. Berthelson, 34, was associated with WWEZ and WJBW, both New Orleans, before joining WTIX as sales manager in 1953.

Mid-Continent operates KOWH Omaha, WHB Kansas City and WTIX New Orleans, and has an application pending to take over operation of WDGY Minneapolis-St. Paul.

WHIS-TV Gets New Relay

INSTALLATION of a three-hop broadcast microwave system which enables WHIS-TV Bluefield, W. Va., to pick up for local transmission network television programs at Roanoke 75 miles away, was announced last week by A. R. Hopkins, broadcast and tv equipment manager, RCA.

The network shows, Mr. Hopkins said, are received by telephone facilities in Roanoke and fed by microwave to a repeater station atop Poor Mountain, Va., some 15 miles away. The signals then are relayed approximately 39 miles to a second repeater station on Dismal Peak, Va., which relays them the remaining 20 miles to WHIS-TV's transmitter on East Rover Mountain, W. Va. The high-power microwave link, Mr. Hopkins said, makes it possible for WHIS-TV to receive and transmit both color and black-and-white network programs.

WMBI Plans Wide Network Of Foreign Correspondents

AN EXTENSIVE network of foreign correspondents throughout the world is being planned by Moody Bible Institute (WMBI Chicago) for the purpose of providing tape recordings for the station's news programs.

WMBI, religious program station, plans to recruit more than 100 newsmen from its missionary ranks, according to Don Turner, the station's news director. He said they would be equipped with tape recorders and that the institute would maintain liaison with them through its amateur radio station. A handful of missionary correspondents already is sending news back to the station for use on the air.

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HELPING THEMSELVES, WITH RADIO

FARMERS in a four-county section of Iowa currently are reaping the rewards from a radio spot campaign they themselves began last month to fight declining meat prices in their immediate area.

The decision to use radio to promote their own products evolved from a series of meetings held by rural meat producers of Cass, Shelby, Pottawattamie, and Audubon Counties. KJAN Atlantic's Robin Morrow was called in to formulate a concentrated advertising program, which was unanimously accepted by the group.

The program: KJAN has set up a schedule of 20 spot announcements a day around the theme of "Eat an Extra Pound of Meat This Week." The spots are recorded with the voices of local farmers.

Group leaders for each school district in the four-county area were named to contact rural farm families in their respective district and collect two dollars from each to be used toward paying the cost of the radio advertising. To date, more than 3,500 farmers have made contributions.

Another group was selected to call on all implement dealers, feed and seed companies, veterinarians, and meat markets requesting $25 from each for the promotion. Seventy-two such dealers and professional men responded.

In addition, all 63,000 farmers in the area have been sent a letter telling of the KJAN program and listing the merchants who are participating in the campaign "for the farmers to help themselves." And as an added contribution to the county promotion campaign, KJAN is matching in free spots the number of paid spots. Enough money has been raised to continue the ad program through December, and additional money donated will go toward extending it through January.

Said one official of KJAN: "Since our campaign began, stations in every section of Iowa, Missouri, Nebraska, and Minnesota have contacted KJAN for details of the promotion. Meat dealers in the Atlantic, Iowa, area were surveyed Dec. 2 with astounding results. The largest super market in the area reported an increase double the previous week."

Another dealer, according to the KJAN official, said that his sales had gone up "70 to 80%" and still another reported that he "placed a larger order for meat yesterday than I've placed since early spring."

A telegram to KJAN from Iowa Governor Leo A. Hoegh expressed "his sincere appreciation and thanks for this aggressive merchandising."

"This is the kind of community cooperation which will do much to help ease our farmer's problems," said Governor Hoegh. "I hope that other communities will follow your lead and begin a similar program of their own."

WCBS-TV New York Reports 1955 Revenue Rises 15%

TOTAL REVENUE of WCBS-TV New York in 1955 exceeded that of 1954 by 15% and overall daytime spot revenue jumped by 33% over last year, Sam Cook Digges, general manager of WCBS-TV, reported last week in a year-end statement of activities.

In late evening time, Mr. Digges reported, revenue for the final quarter of 1955 increased 43% above the same period last year. More than 131 different advertisers used daytime spot schedule of the station in 1955, according to Mr. Digges.

WCBS-TV devoted more than $3 million worth of station time and facilities to public service programming during 1955, he continued, and plans now are under way to produce at least three additional community service series for telecasting on a regular basis.

Charlie Bentz, Roy Lamere Promoted At WCMS Norfolk

CHARLIE BENTZ has been named commercial sales manager of WCMS Norfolk, Va., and Roy Lamere has been appointed general manager of station. The appointments were announced at a Christmas party of Northern Virginia Broadcasters Inc., held Dec. 17 in Washington, D. C. In addition to WCMS, other stations in the group are WROV Roanoke and WARL Arlington.

REPRESENTATIVE APPOINTMENTS

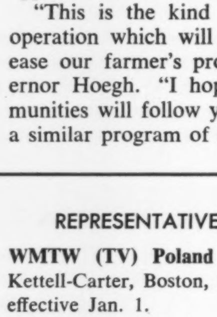
WMTW (TV) Poland Spring, Me., appoints Kettell-Carter, Boston, for New England sales, effective Jan. 1.

WBBQ Augusta, Ga., appoints Everett-McKinney Inc., N. Y., national representative, effective Jan. 1.

WBBF Rochester, N. Y., names Venard, Rintoul & McConnell Inc., N. Y., national representative.

WINN Louisville, Ky., appoints Forjoe & Co., N. Y., national representative, effective Jan. 1.

STATION PEOPLE



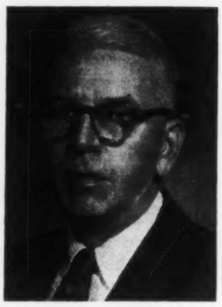
MR. CARPENTER

W. M. Carpenter named general manager of WLOW Portsmouth-Norfolk, Va. He was vice president of station before its recent sale to Winston-Salem Bcstg. Co. (WTOB-AM-TV Winston-Salem, N. C., WSGN Birmingham, Ala.).

Glen A. Harmon, formerly general manager, WLOW Portsmouth-Norfolk, Va., to WINN Louisville, Ky., as vice president, director of operations.

Randall D. Kyle, sales staff, KONG Visalia, Calif., appointed manager, replacing **Stan Simpson.**

Robert W. Bray, acting program director, WKNB-TV Hartford, Conn., appointed program director, succeeding **Barry Barents** who has assumed supervision of WKNB radio-tv news and special events departments.



MR. MOORE

George P. Moore, formerly of Crosley Broadcasting Corp. and Beeland-King Film Productions, Atlanta, named general sales manager of WJBF-TV Augusta, Ga. He was sales manager of Crosley's WLWT (TV) Cincinnati and served as southern representative of Crosley, with offices in Augusta. With Beeland-King he was general sales manager.

Milo Townes, news man, WSRS Cleveland, appointed program director of that station.

LeRoy V. Bertin, northern California regional manager, *Tv Guide* magazine, N. Y., appointed director of sales promotion and development, WNBF-AM-TV Binghamton, N. Y.

The Rev. John Hedeman, pastor, St. Mark's Evangelical & Reformed Church, Baltimore, to WITH Baltimore as news editor.

Timothy R. Ives to WBT Charlotte, N. C., as sales representative.

Grant Recksieck, former sales promotion director, KRCA (TV) Los Angeles, to KFSD-AM-FM-TV San Diego as advertising, promotion and publicity director.

OFFICIAL Kentucky colonels have been made of Free & Peters (representative firm) "colonels" by the governor of that southern state. The ceremony took place at WWJ Detroit with WWJ Radio Sales Manager Robert McIntosh (r) representing the Kentucky governor, and Russel Woodward (l), F&P executive vice president, accepting the certificates. Also present are Edwin K. Wheeler (seated), general manager of WWJ-AM-TV, and William Bryan, manager of the Detroit F&P office. Messrs. Wheeler and McIntosh and three other officials of WWJ stations also received commissions so they would not be outranked by their national representative.

Payette, Higginbotham Promoted by United Press

APPOINTMENTS of William C. Payette as assistant general news manager of United Press and of William R. Higginbotham to succeed him as UP television manager were announced last week by Frank H. Bartholomew, president.

Mr. Payette, who joined UP 19 years ago in Los Angeles at the opening of the first radio wire in the west, came to New York in 1951 to organize a tv service for UP, called UP Movietone. During his career with UP, he has served as northwest news manager and northern division manager in South America. Previously he had been a reporter for the *San Bernardino* (Calif.) *Call* and editor of the *Santa Monica* (Calif.) *Topics.*

MR. HIGGINBOTHAM MR. PAYETTE

Mr. Higginbotham has been with UP for 20 years, most recently as editor of United Press Movietone in Washington. Previously he was New Orleans manager, war correspondent in Britain, London bureau manager, general European manager and Washington correspondent.

John Zischang, UP Movietone assignment editor, has been appointed television news editor in New York. He joined UP in 1944 after working on newspapers in Amarillo and Dallas, both Texas.

ASCAP to Revamp Procedure Of Logging Song Performance

OVERHAULING of the logging procedures of ASCAP is set to go into effect on Jan. 1, with about 150 radio stations to be added to the present line-up of 230, and the daily sample to be increased from 15 to about 40 stations.

ASCAP also will institute other changes in connection with the logging. Under the old system, each performance has a multiplier of 15 but this will be raised to 20 on Jan. 1. This means that each performance of a song will be credited with 20 points on the local sampling. On radio network sustaining programs the multiplier will be three, regardless of the number of stations carrying the program. It has been pointed out that the increased local sample will compensate for the diminution in the value of the radio network sustaining performance.

PROGRAM SERVICE PEOPLE

Jimmy Hilliard elected president and general manager of Bally Recording Corp., Chicago, new subsidiary of Bally Mfg. Co. (vending machines), that city.

Roy Kulman, consultant art director and designer, and **Peter Adler,** member of art staff, Columbia Records Inc., named art director and assistant art director, respectively.

50 Tv Sets Donated As VOD Contest Awards

SET MANUFACTURERS have donated 50 tv receivers as awards to state and territorial winners in the nationwide Voice of Democracy Contest which ended Dec. 14, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the contest committee.

High school participation in the local competition was the largest on record, Mr. Secrest said. Twelve national finalists will be selected this month, with a judging board to select the four national winners in January. Awards to national winners, including tv sets and $500 scholarship checks, will be presented during the week of Feb. 20 at the annual Washington presentation luncheon. Sharing sponsorship of the contest are RETMA, NARTB and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals.

'Frontier' Staff Gets Award

NBC-TV, producer Worthington Miner, writers Morton Fine and David Friedkin, and the Reynolds Metals Co., Richmond, Va., sponsors of the network's *Frontier series,* received the Westerners' National Achievement Award last Monday in Chicago for "their important contribution to the knowledge and enjoyment of millions of televiewers" and for helping to dispel the "infamous legend of the wild west that bears little resemblance to actual fact." *Frontier* is seen Sundays on NBC-TV, 7:30-8 p.m. EST. Buchanan & Co., New York, is Reynolds' agency.

Peabody Deadline Jan. 10

DEADLINE for entries for the 1955 George Foster Peabody Radio & Television Awards is Jan. 10, according to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, which, with a national board headed by columnist Bennett Cerf, administers the awards. Entries may be sent to Dean Drewry at the U. of Georgia, Athens.

AWARD SHORTS

MR. NORTON

George W. Norton Jr., president, WAVE-AM-TV Louisville, Ky., named Louisville Man of the Year for 1955-56 by Advertising Club of Louisville, for distinguished community leadership. A former NARTB director, he is first communications representative named to ACL honor.

KGMB - AM - TV Honolulu awarded first place for general excellence and overall workmanship in local, national and international news coverage for 1955 by Honolulu Press Club.

WHAM Rochester, N. Y., given plaque by Monroe County Medical Society for oldest continuous medical radio program, *Speaking of Health.*

WGBS-TV Miami, Fla., received Outstanding Showmanship Award from *This Week in Miami,* weekly magazine.

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FREE & PETERS, INC., *National Representatives*

2,840 AM, 582 TV, 552 FM AUTHORIZED, FCC REPORTS

Tabulation for fiscal 1955 shows 6,257 authorizations outstanding of which 4,135 are commercial and non-commercial broadcast facilities. Twenty-first report has 34 educational tv's and 127 fm's with construction permits.

FOR the first time in FCC history, broadcast authorizations have topped the 6,000 mark, according to the Commission's 21st annual report. At the close of FCC fiscal 1955, ended July 1, broadcast authorizations totaled 6,257, a gain of 419 over 1954.

Remote pickups, auxiliary tv and other electronic devices accounted for 2,122 of the 6,257 authorizations.

Over one-third of the new authorizations were am outlets, which increased 143 to 2,840, with 2,732 on the air. Commercial tv showed a net gain of nine, making its total 582 authorized, 458 on the air. Educational tv authorizations increased by four, according to the report, for a total of 34 with 11 operating.

Although commercial fm dropped 17, down to 552, educational fm increased by four up to 127. Commercial fm was given a lift in 1955, but not in time to affect the annual figures. As of July 1, fm stations could apply for SCA's (subsidiary communications authorizations) to engage in functional music operations, providing background music to stores, offices and other business establishments, thereby gaining additional revenue.

The 458 operating commercial tv's provide service to over 90% of the people in the U. S., the report states, with about 75% of the population being served by two or more stations. Also on the tv front, the FCC report explains the various measures taken by the Commission to aid the plight of uhf stations. Fiscal 1955 also saw the first educational tv "fatality," when ch. 28 KTHE (TV) Los Angeles, second educational tv in operation, surrendered its permit. The number of reserved educational tv channels increased to 258 in fiscal 1955 and the Commission has so far denied all requests to change educational channels into commerical ones.

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Don Davis, *First Vice President*
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George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

In the multiple ownership field, the FCC liberalized its rules increasing from five to seven the maximum number of tv outlets any one interest could own. This change was intended to encourage more operators to enter the uhf field. A few months later, the U. S. Court of Appeals, in a precedent-making decision, held that FCC multiple ownership rules were invalid. The Commission has appealed this decision to the U. S. Supreme Court.

Fiscal 1955 also brought changes to the Commission itself with two new commissioners sworn in. On Oct. 4, 1954, George C. McConnaughey was named chairman to fill the unexpired term of Comr. George E. Sterling, resigned. On July 7, 1955, Richard A. Mack was named a commissioner to succeed Frieda B. Hennock, whose term expired. The FCC operated with an appropriation of $6,911,769 and a total personnel of 1,094.

In wistful retrospection the report noted that the North American Regional Broadcasting Agreement, submitted to the Senate in 1951, was still unratified.

In its own legislative orbit, the FCC amended the "10% rule" which limits to 10% the degree of interference which proposed am stations may receive in their normally protected contours from existing stations. Under the change, new assignments may be permitted even if they fail to meet the 10% criterion when a community will be provided with its first nighttime service or when more than 25% of the proposed station's primary service area would receive a first primary nighttime service.

The Commission now has under study the 25,000 documents, letters, etc., which were filed in connection with subscription tv proposals. The comments, which fill nearly 70 volumes, represent the largest response in the history of FCC docket cases.

Pending before the Commission at the end of fiscal 1955 were about 1,800 broadcast applications, a gain of 200 over 1954. Of those pending, 222 were am, seven were fm and 30 were tv applications.

MAGNUSON NAMES COX FOR PROBE

A 39-YEAR-OLD Seattle lawyer, Kenneth A. Cox, last week was appointed by Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson (D-Wash.) to direct the committee's investigation of tv networks and uhf-vhf troubles.

The appointment came less than four weeks before the committee is scheduled to begin hearings, on Tuesday, Jan. 17. The Democratic counselship has been vacant since the end of July.

Mr. Cox already has started work and plans for the investigation and will move his operations to Washington, D. C., shortly after the first of the year, Sen. Magnuson said. The announcement reaffirmed Sen. Magnuson's plans to begin the hearings as scheduled.

Mr. Cox has been a partner in the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons, which has a corporate and general business practice, since 1948. He also served as a lawyer in the Pentagon after World War II, according to a committee spokesman.

Mr. Cox has had no previous experience in broadcast matters, the spokesman said.

He rose to the rank of captain in the Army during World War II and served in military intelligence work at the Army General Staff School at Fort Riley, Kan. He is married and has two sons.

Mr. Cox fills a vacancy created by the resignation of Sidney Davis from the committee last July. Robert L'Heureux is Republican counsel, and Nicholas Zapple, professional staff communications counsel, is coordinating the investigation.

FCC Gives Approval to Nine Station Ownership Changes

AMONG NINE ownership changes approved by the FCC Wednesday were those for KFEQ-AM-TV St. Joseph, Mo., WACO Waco, Tex., and KXO El Centro, Calif.

KFEQ-AM-TV, which sold for $550,000, was assigned from KFEQ Inc to Midland Broadcasting Co. of which Kenyon Brown, Bing Crosby and George L. Coleman are equal owners. Mr. Brown is one-third owner of KWFT-AM-TV Wichita Falls, Tex., one-third owner of KGLC Miami, Okla., 49% owner of KBYE Oklahoma City and part owner of the applicant seeking approval to the sale of KANS Wichita, Kan. Mr. Brown is party to another pending application which would divest him of his interests in KWFT-TV. Messrs. Coleman and Crosby hold minority interests in KGLC.

WACO was sold by WACO Broadcasting Co. for $300,000. Principals are: Wendell Mayes (40%), majority owner of KBWD Brownwood, KNOW Austin, 30% owner of KSNY Snyder, 20% of KXOL Fort Worth, all Tex., and 50% owner of KTOK Oklahoma City; C. C. Woodson (40%), 50% owner of KTOK, 40% of KXOL and vice president-director of KBWD, and R. Lee Glasgow (20%), owner of KAND Corsicana, Tex., and WACO general manager.

Sale price of KXO was $164,280. It was sold by Valradio Inc. to Riley R. Gibson (23%), former KXO general manager, Marco Hanan (16%), former KXO sales manager, and others with non-broadcast interests.

Pensacola Uhf Suspends, Cites Continuing Deficit

CITING continuing uhf losses because of the "inability to compete in an intermixed market," WPFA (TV) Pensacola, Fla., informed the FCC that it temporarily suspended operations Dec. 19. The ch. 15 station said that it would resume operations "at such time as competitive tv channels become available in Pensacola."

This is the second time WPFA has suspended operations. The station went on the air in November 1953 and suspended in November 1954, returning to the air the next month.

The suspension of WPFA leaves ch. 3 WEAR-TV as the only Pensacola tv station. WEAR-TV is affiliated with ABC and CBS.

BOXSCORE

THIS is the current status of tv cases before the FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Evansville, Ind., ch. 7; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 10

Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 5

Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Sacramento, Calif., ch. 7; Clovis, N. M., ch. 12.

FCC Indicates Hearing Need On Tenn. Applicant's Charges

FCC last week indicated that a hearing is warranted on charges of a new station applicant in Columbia, Tenn., that a rival application had been filed only for the purpose of hindering a grant. The allegation was made by Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn., against Savannah Broadcasting Corp., Savannah, Tenn., both seeking 1 kw day on 1280 kc in their respective cities.

The Commission granted Columbia's request for enlargement of the issues, at the same time denying its request for an immediate grant and turning down a Broadcast Bureau petition to dismiss Savannah's application.

Both applicants were advised by MacFarland letter that their applications indicated the necessity of a hearing. Savannah's letter to the FCC which said that they would appear was filed late. Columbia contended the late filing was indicative of bad faith and the Broadcast Bureau asked the Commission to dismiss the Savannah application. Savannah denied bad faith, saying that its local lawyer was unfamiliar with FCC rules. Savannah subsequently obtained Washington counsel.

The FCC ruled that Savannah's reply to the MacFarland letter indicating it would appear was adequate notice to justify a waiver of the notice of appearance deadline. Columbia's allegations were sufficient to call for an enlargement of the issues, the Commission said.

FCC's Batcheller to Retire

ARTHUR BATCHELLER, 67, engineer in charge of the FCC 2nd Radio District, New York, will retire on Feb. 29, 1956, it was announced last week. Mr. Batcheller joined the Commission on March 26, 1917, as U. S. radio inspector in charge of the New England District, following service as chief electrician for the Eastern Steamship Corp., Boston.

A testimonial dinner in Mr. Batcheller's honor is being planned.

CRAVEN URGES AT LEAST 65 TV CHANNELS

Engineering consultant and former FCC commissioner files with Commission plan to revise tv allocations scheme. Move underway to ask for extension of counter-comments deadline, now Jan. 6.

AS THE FCC, telecasters, Washington attorneys and engineers were digesting the more than 200 comments filed with the FCC in its review of the television allocations principles [B•T, Dec. 19], a far-reaching revision of the tv allocations table and standards was submitted last week by a former FCC commissioner and chief engineer—Comdr. T. A. M. Craven.

At the same time, a group of attorneys and engineers began making preparations to ask the FCC to extend for a week or ten days the deadline for filing counter-comments. The deadline is now Jan. 6.

Indications that the FCC may be sympathetic to extending the reply deadline was seen by some in its action last week in denying the request of Orange Belt Telecasters, San Bernardino, for a 30-day extension of the deadline for filing comments. The Commission said that late filings, accompanied by suitable explanations, would be given consideration.

Running throughout Comdr. Craven's recommendation is the theme that the FCC's basic attitude should be the most stations in the most communities. Although disavowing any intention of recommending policy, it is apparent that the present consulting engineer (Craven, Lohnes & Culver) believes any less than such a premise bodes ill for tv.

Highlights of Comdr. Craven's comments follow:

Need is for a minimum of 65 channels. These might come from 54-90 mc and 174-216 mc (one from operational fixed and two from fm), 470-698 mc, and 14 channels from 225-470 mc or, if not obtainable, from 698-782 mc.

"If the television receiver manufacturing industry is unable to assure the future marketing of receivers, which in comparison with today's receivers are more compatible with or better adaptable to the television spectrum, embracing the total number of channels required to meet presently conceived public interest objectives, the only course left for the Congress and the Federal Communications Commission would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum," Comdr. Craven said.

"Such limitations could result in a basic change in regulatory policy. In such an eventuality, the television broadcast industry should anticipate the possibility that the probable public demand for adequate quality of television signals in rural areas might entail a new kind of television broadcast structure in which most of today's entrepreneurs might not be participants."

In addition to receiver "compatibility," Comdr. Craven emphasizes the need for antenna suitability. His plan envisages assigning blocks of frequencies to the same communities,

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to make it simpler for "simplex" antennas to work properly.

In order to establish "comparative" allocations, Comdr. Craven recommends lower separations. In Zone I, he recommends 160 miles co-channel separation for both vhf and uhf stations (vs. 170 miles for vhf, 155 miles for uhf now). In Zones II and III, he recommends 190 miles (vs. 190 and 220, respectively, for vhf and 175 and 205 miles, respectively, for uhf). Adjacent channel separation, Comdr. Craven recommended remaining at 60 miles (vs. 55 miles for uhf).

Protection should be to the highest and the lowest powered station, he continued, and thus the average coverage in Zone 1 would be a 40 mile radius, in the remainder of the country 60 miles.

For educational tv, Comdr. Craven recommended a block of 10 channels.

In discussing possible acquisitions of additional vhf channels from government and other sources, Comdr. Craven is doubtful. ". . . there is not much logic in anticipating a timely reallocation to television broadcasting of sufficient space to accommodate even as many as three channels," he said.

One of the best phases of his plan, Comdr. Craven expounded, is that it leaves a "reservoir" of unused channels to be tapped after the framework is established. It is Comdr. Craven's recommendation that as soon as this framework is in being, the table of allocations be deleted and additional assignments made on the basis of applications and needs.

In a suggested allocation for Zone I, Comdr. Craven indicates deintermixture in 61 of the top 73 communities. Here are the all-vhf cities in Comdr. Craven's table for Zone I (number of channels in parenthesis):

Bangor (3), Portland (3), Mt. Washington (2), Concord-Manchester-Lowell-Lawrence (3), Lake Champlain-Burlington (2) New York City (6 plus 1 v or 1 u), Utica-Rome-Watertown (3), Syracuse (3), Rochester (3), Buffalo (4), Philadelphia-Wilmington-Atlantic City (5), Altoona-Johnstown (3), Cleveland (4), Columbus (3), Bay City-Saginaw-Flint (3), Lansing-Jackson (3), Kalamazoo-Battle Creek (2), Traverse City (1), Cheboygan (1), Marquette-Calumet (1), Green Bay (3), Madison-Beloit-Rockford (3), Chicago (6), Rock Island-Davenport (3), Quincy-Hannibal (2), St. Louis (5), Paducah (3), Terre Haute (3), Indianapolis (4), Evansville (3), Bluefield (3), Clarksburg-Parkersburg (3), Harrisonburg (1), Lynchburg-Roanoke (3), Richmond (3), Norfolk (3), Washington (4).

Mixed "television assignment areas" are:

Boston (3 v and 2 u), Providence (3-1), Pittsburgh-Wheeling (3-2), Dayton-Springfield (3-1), Cincinnnati-Hamilton-Covington (3-1), Detroit (3-2), Grand Rapids-Muskegon (2-1), Milwaukee (3-1), Louisville (3-1), Charleston-Huntington-Ashland (3-1).

All other cities would be all uhf.

Among the filings two weeks ago was a letter from George Meany, president of the newly amalgamated AFL-CIO to FCC Chairman George C. McConnaughey. In it he calls for keeping uhf, maintaining the educational reservations. "This proceeding in my judgment," he said, "should be geared to having as many channels as possible for as many television stations as possible in as many communities as possible."

Interim Ch. 10 Operation Sought by Rochester Tech

NEW MOVE in the Rochester, N. Y., ch. 10 situation is on the horizon. An application is scheduled to be submitted to FCC next month turning ch. 10 over to Rochester Institute of Technology as trustee for WHEC-TV and WVET-TV, sharetime licensees.

The private technical school will run facilities, leasing equipment and transmitter grounds and buildings from the licensees, and will keep any profits. RIT has about 7,500 students and is run by a board of trustees comprising prominent Rochester citizens.

The Supreme Court two weeks ago refused to review a lower court ruling, and thus in effect sustained a Court of Appeals ruling that Gordon Brown, owner of WSAY Rochester, must have a hearing in his protest against the 1952 sharetime grant. The appeals court mandate is expected to be handed down early in January. The Commission must then, under the law, order the two ch. 10 stations off the air until a hearing is held and a decision rendered on Mr. Brown's protest.

Earlier this month the two sharetime stations filed an application with the FCC asking for permission to operate on ch. 27 Rochester as well as the present ch. 10 [B•T, Dec. 5].

Agreement with RIT will maintain service to one million people in the ch. 10 stations' service area, it was said. It also would maintain livelihood of 65-70 employes, and continue ABC and CBS network clearances for Rochester. Continuance of service officially became of concern to the city when the Rochester mayor called a meeting of both parties in an attempt to work out a solution.

BOOSTER ARGUMENT HEARD BEFORE FCC

HAS the FCC jurisdiction over transmitters which do not radiate over state lines and do not cause interference?

This is the question that was raised last week by spokesmen for a group of Washington State unlicensed boosters in oral argument before the entire FCC.

The unlicensed boosters, operating about a year, pick up and retransmit ch. 4 signals from Spokane's KXLY-TV. The Commission ordered a hearing on whether a cease and desist order should be issued. In an initial decision last October, FCC Hearing Examiner J. D. Bond upheld the right of the boosters to operate without a license. The oral argument last week was to hear the objections of the FCC's General Counsel to this decision.

Spokesmen for the boosters—Reps. Walt Horan (R-Wash.) and Don Magnuson (D-Wash.) and attorney R. W. Gibson of Quincy, Wash.—declared that if the Commission does assert jurisdiction, it should not force the boosters off the air until it authorizes some sort of rules permitting this type of operation.

Assistant FCC General Counsel Richard A. Solomon argued that since the Communications Act instructs the FCC to license all broadcast stations and since the boosters are undoubtedly in violation of this rule, the Commission should reverse the examiner and issue cease and desist orders.

His point was that the federal government had appropriated the radio spectrum and thus the operations were illegal.

This point was the subject of much questioning by commissioners, particularly Comrs. Webster, Doerfer and Mack.

Involved in the proceeding are boosters in the Washington communities of Bridgeport, Nespelem and Quincy. There are understood to be dozens of others in operation in Washington and Oregon.

The boosters were termed a "new breed of cat" by one of the spokesmen, and the fact that the Communications Act was 21 years old was emphasized by another.

Examiner Cooper Reaffirms Grant to WPWR Laurel, Miss.

PROTESTS of WLAU and WAML, both Laurel, Miss., against the grant of a construction permit to WPWR there, were denied last week in an initial decision by FCC Hearing Examiner Basil P. Cooper. Mr. Cooper reaffirmed the grant (1430 kc, 1 kw day) to D. N. and Carrol F. Jackson, father and son, respectively, and ministers of the Baptist church.

Mr. Cooper censured the protestants for alleging economic injury to gain a hearing under Section 309 (c) and then renouncing the opportunity to establish at the full hearing the alleged economic harm. The protestants chose to rely on their charges that Messrs. Jackson had misrepresented financial data.

". . . the protestants," Mr. Cooper said, "have made charges which were not true and assumptions which were not justified. They have set up straw men which they have demolished. The statute [Section 309 (c)], however, requires something more than false accusations, unwarranted assumptions and the demolition of straw men."

Mr. Cooper found that the Laurel market will provide sufficient revenues to enable the existing and proposed stations to survive in competition. He further found that the applicants were financially qualified to construct and operate their proposed station.

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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Sen. Humphrey Seen Plugging For Educ. Vhf Assignments

THE IMPLICATION that perhaps the FCC ought to reassign a vhf channel to educational tv in "great metropolitan communities" which presently are under "the extraordinary handicap of having only a uhf channel," was read from a statement last week by Sen. Hubert H. Humphrey (D-Minn.).

In a letter to the FCC, Sen. Humphrey urged "that the Commission so act that the present educational channels will continue to be held in reserve and that this incalculably valuable educational resource be preserved."

Sen. Humphrey said the Twin City Educational Tv Corp. is preparing to file for ch. 2 at Minneapolis, and that other educational tv applications are "pending or imminent."

The Minnesota Democrat said: "It would be nothing short of tragic if, in the deliberations of the Commission, any decisions were made which might check the present steady progress toward the full development of a national system of educational television. On the contrary, it would be well if the Commission would seek ways and means of aiding those great metropolitan communities which presently find themselves under the extraordinary handicap of having only a uhf channel reserved for educational purposes."

Calling on the FCC to continue its reservation of the 258 educational channels, he cited the progress in educational tv, and said he looked toward educational tv for a partial answer to the nation's educational crisis.

In asking for continuance of both vhf and uhf educational reservations, he said, "It may be that even the difficulties of uhf may be overcome."

WSOO Renewal Application Requires Hearing, Says FCC

WSOO Sault Ste. Marie, Mich., has been advised by the FCC that its application for renewal of license indicates necessity of a hearing because of "a manifest disregard for the Commission's rules, processes and orderly procedures."

The Commission cited recurrent instances as far back as 1939 in which WSOO allegedly had been remiss in filing. Request for renewal of the license was filed Sept. 26. The license expired Oct. 1 and according to FCC rules should have been filed for by July 2. Examination of the Commission records, the regulatory body stated, showed that required financial reports for 1952-54 had not been submitted by the station.

President of WSOO is Stanley R. Pratt, who in 1952 was personal representative of the Republic national chairman to Dwight D. Eisenhower and former campaign manager for the Republican State Central Committee in Michigan [B•T, Sept. 1, 1952].

GOP to Link Fund Dinners With Closed Circuit Jan. 20

DEFINITE plans to link Republican gatherings in 51 major U. S. cities Jan. 20 in a one-hour closed-circuit telecast, to be handled by Theatre Network Television, were announced last week.

The closed-circuit operation will link fund-raising dinners in these cities, with pickups from various meetings around the nation, according to John Clifford Folger, chairman of the Republican National Finance Committee, which is sponsoring the event.

The GOP closed-circuit hookup will feature a nationwide "Salute to Eisenhower," in honor of the president. Conrad Hilton, head of the hotel chain, is chairman in charge of the closed-circuit arrangements.

The GOP National Committee said several more cities are expected to be added to the final list. An earlier announcement had indicated as many as 75 cities may be linked by the telecast [B•T, Nov. 28].

The event kicks off the GOP fund-raising drive for the 1956 campaign and observes the third year of President Eisenhower's inauguration.

Committeemen For Kefauver Have Radio-Tv Backgrounds

SEN. ESTES KEFAUVER (D-Tenn.), in announcing his campaign committee last week in his bid for the Democratic presidential nomination, appointed three men whose destinies have been linked to the radio and tv field.

J. Howard McGrath, former Attorney General and now executive vice president of Lamb Enterprises, was named chairman of the campaign executive and advisory committee. Mr. McGrath is Mr. Lamb's attorney in the WICU (TV) Erie, Pa., license renewal hearing.

Col. William Roberts, of the Washington communications law firm of Roberts & McInnis, was appointed campaign treasurer, and A. Bradley Eben, Chicago attorney and former actor (the judge) on DuMont Tv Network's *They Stand Accused* (now off the air), was named vice chairman of the campaign executive and advisory committee. Messrs. Roberts and Eben had helped open a Kefauver-for-President office in Washington before the senator officially announced his intention to seek the Democratic nomination [B•T, Dec. 19, Oct. 17].

FCC Hears Oral Argument On KGEO-TV Tower Changes

IN ORAL ARGUMENT before the FCC last week on a proposed 1,356-ft. tower for KGEO-TV Enid, Okla., a lawyer for the Defense Dept. declared that although there is no arbitrary Air Force policy with respect to tower heights, KGEO-TV's new tower would be a "menace" to Air Force planes in the Enid area.

Oral argument was on a proposed move of ch. 5 KGEO-TV to a location 31 miles southeast of Enid and an increase in tower height from 816 to 1,356 ft. above ground. KGEO-TV is now situated 9.5 miles east of Enid. Hearing Examiner Hugh B. Hutchison recommended approval of the move in an initial decision [B•T, Aug. 8].

P. W. Valicenti, speaking for the Broadcast Bureau, scoffed at the Air Force contention that the proposed tower would menace aircraft. He said the tower would be located 28 miles from the nearest airport. The present tower is 4.5 miles from a civilian airport and 12 miles from an Air Force air base. He stressed that both the Civil Aeronautics Administration and the Civil Aeronautics Board were in favor of KGEO-TV's proposal. And as Air Force requirements are more severe than civilian air regulations because of more traffic and greater speeds, an added "cushion of safety" is provided, Mr. Valicenti said.

P. B. Emerson, arguing against the KGEO-TV move for now dark ch. 25 KTVQ (TV) Oklahoma City, said that KGEO-TV was in effect "straddling" by moving itself to a point equidistant from Enid and Oklahoma City. He charged that KGEO-TV was attempting to put a Grade A signal into Oklahoma City, whereas it now doesn't put a Grade B signal into that city.

KTVQ, which previously claimed that KGEO-TV's move would kill its own operation [B•T, Sept. 19], ceased operation on Dec. 15 under a court order. The station, which had gone bankrupt in uhf operation, made a last ditch attempt to keep going by requesting FCC permission to use educational ch. 11 at Tulsa, but the Commission did not act on the request [B•T, Dec. 19].

Philip Bergson of Streets Electronics Inc., KGEO-TV licensee, pointed out that almost every collision between an aircraft and tower has occurred at less than 500 ft. He said KGEO-TV sought the move in order to provide service to 300,000 more people.

The FCC already has approved a 1,610-ft. tower for KSWS-TV Roswell, N. M., over military objections. Still in hearing is a request for a 1,993-ft. tower by WSLA-TV Selma, Ala.

Allentown-Easton Decision Upheld

U. S. Court of Appeals has affirmed the FCC's decision in the six-year-old Allentown-Easton, Pa., 1230 kc case.

In a *per curiam* decision, the court by a two to one ruling held that it could find no error on the part of the FCC in the features of the case remaining open to its consideration.

The case was sent back to the appeals court by the Supreme Court last summer. In this decision, the high tribunal reversed the appeals court finding that the Commission had erred in granting the channel to the *Easton Express*.

In 1949, the Commission granted the channel to what is now WHOL. This was on the ground that Allentown required the service more than Easton. The *Easton Express* appealed this decision and the appeals court reversed the FCC. The second hearing culminated in 1954 with the examiner reaffirming the grant to WHOL. The FCC, however, reversed the examiner and granted the wavelength to *Easton Express* on the ground that Easton needed the station more than Allentown. This time Allentown appealed. The Appeals Court told the Commission it had not made a full determination. The Commission appealed this to the Supreme Court, which remanded the case back to the lower court.

The lower court ruling, issued Dec. 16, drew a dissent by Circuit Judge David L. Bazelon. Judge Bazelon held that the FCC had failed to give any weight to the *Easton Express* "near monopoly of communications media and its large portion of the public broadcast domain in its community." The *Easton Express* also owns WEEX-FM and ch. 57 WGLV (TV).

'Infiltration' Hearing

PUBLIC HEARINGS on alleged Communist infiltration of radio, tv and press have been scheduled for Jan. 4-6 by the Senate Internal Security Sub-committee. Senate unit, headed by Sen. James O. Eastland (D-Miss.), will hear testimony from "numerous" witnesses, most already heard in closed sessions, and follow up information developed from CBS newsman Winston Burdett and others at hearings last summer.

DAYTIME SALES UPSURGE TOPS CBS RADIO'S YEAR

Gross billings in this segment total more than $4 million. Network also points to success of its 'segmented selling' plan introduced in September.

UPSURGE in daytime network radio sales highlighted CBS Radio's year-end review of activities, released last week, with daytime sales reported to account for more than $4 million in gross billings in 1955. [B•T, Dec. 5]

Along with the stepped-up tempo in daytime business, CBS Radio pointed to new sales resulting from its "segmented selling" plan introduced last September. Among the clients who purchased time on CBS Radio under the plan were American Home Foods, Anahist, Brown & Williamson Tobacco Co., Buick, General Motors (Frigidaire Div.), Hallmark and Philip Morris.

The most significant personnel change at the radio newtork during the year was the appointment of Arthur Hull Hayes, associated with the company since 1934, as president of CBS Radio, succeeding Adrian Murphy, who retired from active business. Mr. Hayes appointed four vice presidents during 1955: Howard G. Barnes, network programs; I. S. Becker, business affairs; Horace R. Guillotte, operations, and Irving A. Fein, promotion, press information and related activities. In recognition of the importance of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station administration, was appointed to the newly created post of vice president in charge of radio spot sales.

During the year the network carried several special public affairs programs, in addition to those carried on a regular weekly basis. Special broadcasts included those of *Capital Cloakroom, The Leading Question* and *Face the Nation* as part of the week-long observance of the tenth anniversary of the founding of the United Nations; three documentaries on *The Age of the Atom,* presented during the Geneva Conference on the Peaceful Uses of Atomic Energy; a 55-minute program with Arthur Godfrey as narrator called "The Warning Bell," which examined the shortage of classrooms and teachers in the American public school system, and "Parley at the Summit" and "Crossroads at Geneva," which provided background for understanding of the midsummer Big Four meeting in Geneva.

A NEW two-year contract with NBC-TV has been signed by KRDO-TV Colorado Springs, Colo. Harry Hoth, president and general manager of the station, puts his signature on the pact in company with Sheldon Hickox (l), director of station relations for NBC's Pacific Div., and Don Mercer, NBC director of station relations.

New CBS Radio Billing Reported $7.5 Million

CBS RADIO will start the new year with new business and expanded contracts alone representing $7.5 million in gross annual billings, John Karol, vice president in charge of network sales, reported last week.

This figure does not include renewals, which would push it upward substantially, Mr. Karol said.

The new business includes the previously announced purchase of six segments a week in daytime serials by Chesebrough-Ponds [B•T, Dec. 5], and also Easy Washing Machine Corp.'s purchase of a quarter-hour a week in the Arthur Godfrey daytime show; Standard Brands' signing in daytime serials; F. C. Russell Co. (storm windows) making its network radio debut with an average of five segments a week in the Bing Crosby nighttime show; Philip Morris' purchase of *Wendy Warren* an average of two and one-half days a week and adding to its time in the Crosby show; Pharmaco's signing for half-sponsorship of *Romance of Helen Trent* five days a week; Sunsweet Prunes' entry into *House Party* for a quarter-hour a week; Ferry Morse Seed Co.'s seasonal sponsorship of weekly *Garden Gate* for 16 weeks, and Campbell Soup Co.'s signing for the last two segments available in *Aunt Jenny* after Lever Bros.' purchase of the rest of the daytime serial [B•T, Dec. 5].

In addition to the new business, network authorities said, the following clients are adding to their present CBS Radio schedules:

Lever Bros. adds *Aunt Jenny* to its current participation in the Godfrey daytime program and *House Party;* Hazel Bishop Inc. adds full sponsorship of *Road of Life* daytime serial to its current schedule (*Wendy Warren*); Bristol-Myers adds a quarter-hour of the Godfrey daytime show to its use of the *Godfrey Digest* and *Nora Drake;* Campana Sales Co., currently a Godfrey daytime sponsor, adds quarter-hour sponsorship of *House Party;* Milner Products, now on the Robert Q. Lewis Saturday morning show, adds a segment a week in the Crosby show and one in *Amos 'n' Andy Music Hall,* and Sleep-eze Co. adds two weekly five-minute shows *Surprise Theatre* and a Galen Drake presentation, to its sponsorship in *Young Dr. Malone.*

Linkroum Appointment Heads NBC-TV Executive Promotions

APPOINTMENT of Richard L. Linkroum as executive producer of NBC-TV participating programs topped a series of promotions announced last week by Mort Werner, NBC-TV vice president, national programs.

Mr. Linkroum has been executive producer of NBC-TV's *Home* since early in the year. He joined the network in the fall of 1953 as associate producer of *Home* and in April 1954 was named the program's producer. Previously he had been a free-lance producer.

Other promotions announced by Mr. Werner were: Giraud Chester, from manager of program sales administration to general programming executive; Alvin Cooperman from manager of program sales to program supervisor, and Richard B. Jackson from business manager to manager of participating programs. Mr. Jackson succeeds Erik Hazelhoff who has been appointed director of program sales for NBC-TV under Michael H. Dann, vice president of program sales.

NBC-TV Small Fry Block

WHEN *Choose Up Sides*, a new juvenile audience participation show packaged by Mark Goodson and Bill Todman joins NBC-TV, starting Jan. 7, the network will have a solid three-hour Saturday grouping (10 a.m. to 1 p.m. EST) designed strictly for the younger set. Revised schedule includes: *Children's Corner,* a puppet show, 10-10:30 a.m.; *The Pinky Lee Show,* 10:30-11 a.m.; *Fury,* a filmed adventure series, 11-11:30 a.m.; *The Paul Winchell and Jerry Mahoney Show,* 11:30 a.m.-12 noon; *Choose Up Sides,* noon to 12:30 p.m.; and *Mr. Wizard,* 12:30-1 p.m.

Seven For 'Comedy Hour'

SEVEN top radio-tv comedy writers have been signed by NBC-TV for its new 60-minute *NBC Comedy Hour* series that will start Jan. 8 in the Sunday evening time slot to be vacated by Colgate-Palmolive Co. Four of the writers, Richard Baer, Doc Calvelli, Irving Ellinson and Bob O'Brien, will work as a team, while the others, Robert Riley Crutcher, Marvin Fisher and Danny Shapiro, will work by themselves. *NBC Comedy Hour* will be sponsored by Crosley Div., Avco Mfg. Co., Cincinnati, through Compton Adv. Inc., New York; Andrew P. Jergens Co., Cincinnati, through Robert W. Orr & Assoc., New York; and Brown & Williamson Tobacco Corp., Louisville, through Ted Bates & Co.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Telescopic Tv

A U. S. ARMY Signal Corps lens costing $18,000, said to be capable of taking pictures five or more miles away, was to be used with an operating tv camera "for the first time" on CBS-TV's *Let's Take a Trip* on Christmas Day (4-5 p.m. EST), the network said last week. It was planned to use the lens for pick-ups of such famous Washington, D. C., skyline landmarks as the Washington Monument, Lincoln Memorial and others from distances of about five miles.

The lens, which was developed about five years ago by Eastman Kodak Co., was used by the Army in August 1954 on closed circuit as part of a tactical demonstration at Fort Meade, Md. CBS-TV said the lens is converted for television use by placing it on a tripod with the lens turret taken off the tv camera. The camera is run about eight inches back from the rear of the lens. A black cloth then is placed over the entire unit to keep out light.

Martin & Lewis, Eddie Fisher Sign New NBC Contracts

NBC has signed comics Dean Martin and Jerry Lewis to a new five-year contract giving the network exclusive rights to their services on both radio and tv, it was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The agreement was negotiated by NBC and York Pictures Inc., the corporation to which the comics are under contract for all show business activities.

No figure for the contract was given, but it is believed that the agreement involves $7.5 million for 20 tv shows at four programs per year.

Mr. McAvity also announced last week that singer Eddie Fisher has been signed to a new 15-year radio and television contract with NBC. The new pact supersedes one signed by Mr. Fisher with NBC in 1953.

Sarnoff Praises Radio-Tv For Spreading Brotherhood

MASS COMMUNICATIONS MEDIA were praised last week by Robert W. Sarnoff, NBC president, for spreading the message of brotherhood.

Mr. Sarnoff told a meeting of the Cleveland Friends of the Jewish Theological Seminary that "much already has been done to harness technology to the needs of better human understanding." An example he cited was the radio program, *Eternal Light,* which has been on NBC 11 years in cooperation with the Jewish Theological Seminary.

Though mass media can carry the messages of better understanding to millions of people, Mr. Sarnoff pointed out, it is up to the individual to implement brotherhood in the community. Mr. Sarnoff presented "Eternal Light" awards to John Closey Virden Sr. and the Ratner family, both of Cleveland, for their service in advancing the cause of brotherhood on a local level.

McBride Joins 'Weekday'

NBC RADIO's daytime service *Weekday,* will begin 15 minutes earlier, at 10 a.m. EST, starting Jan. 2. Mary Margaret McBride, currently heard locally on her own show only on WRCA New York, will join the *Weekday* staff as a regular member and will be heard from 10:05 to 10:10 a.m.

Fairbanks Moves to NBC

WILLIAM F. FAIRBANKS, national sales manager of ABC Radio, will join NBC Radio in a similar capacity Jan. 3, Fred Horton, NBC Radio's sales director, announced last week. Before he was made ABC Radio national sales manager in 1954, Mr. Fairbanks was the network's eastern sales manager and an account executive.

NETWORK PEOPLE

Wilfred C. Prather, technical director, WMAQ-AM-FM-WNBQ (TV) Chicago, appointed technical supervisor of NBC o&o stations.

Irwin Klein, L'Aiglon Apparel Inc. (dresses), Philadelphia, to ABC's cost control unit, N. Y.

Robert L. Welch, producer, Paramount Pictures, signed as producer-director-contributor for new hour-long comedy show, beginning on NBC-TV Jan. 8.

Frank Bradley, account executive, BBDO Inc., N. Y., to CBS-TV as associate producer.

Jack Brickhouse and **Art Gleeson** signed to handle commentary for annual Blue-Gray football game on MBS Dec. 31.

John Crowder appointed assistant to Fredrick Hesse, TV engineering scheduling supervisor at ABC-TV.

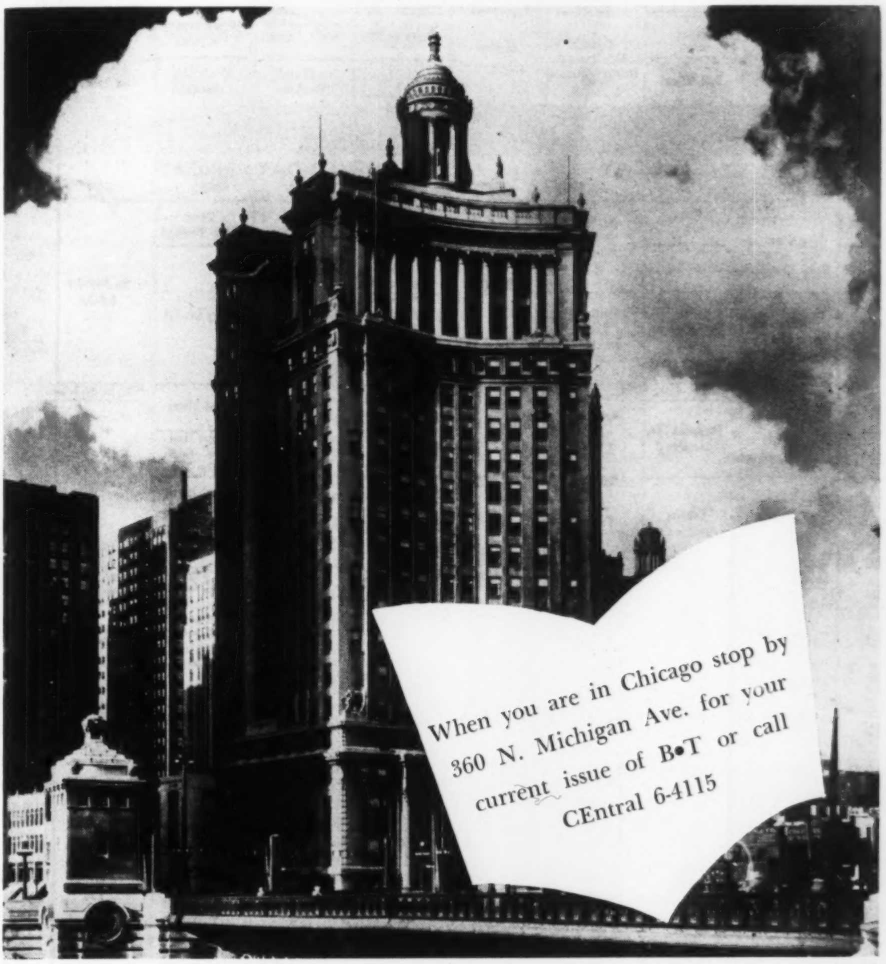
Dorothy Bernard, 61, tv actress featured in CBS-TV's *Life with Father* and *Front Row Center,* died Dec. 15 at her Hollywood home.

Jay Schiller, media research supervisor, ABC, married to Roberta Landman, Dec. 18.

KMTV (TV) Omaha, Neb., is to become a basic NBC-TV station effective Jan. 1. Signing the affiliation contract in New York are (l to r): Owen Saddler, vice president and general manager of the May Broadcasting Co. (KMTV licensee); Arden Swisher, KMTV general sales manager; Harry Bannister, vice president, NBC station relations, and Glenn Harris, KMTV program manager. KMTV also is affiliated with ABC-TV and CBS-TV.

Con O'Dea, ABC Chicago news department manager, father of girl, Debra Anne, Dec. 19.

Art Scott, ABC manager of guest relations, N. Y., father of girl, Diane, Dec. 12.



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COMPARATIVE NETWORK AM SHOWSHEET

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	SUNDAY				MONDAY				TUESDAY				WEDNESDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	First 5 Texaco Men. Morning Headlines	Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service	Not in Service
6:15	Lifetime Living	Wrigley News	Seeman Bros. Tomorrow's Front Page Headlines			No Service				No Service			
6:30	The Evening Comes	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	Monitor •	Bill Stern				All State Bill Stern				Bill Stern
6:45			Les Paul General Tire General Sports Time		No Service	Delco Battries Lowell Thomas (198) R	Les Paul General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Battries Lowell Thomas (199)	Les Paul General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service
7:00	Show Time Review S	Longines News Edgar Bergen Show (198)	Stand By Round the World		Vandercook CIO	Longines News Curt Massey Show S	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Longines News Curt Massey Show (121)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO
7:15	George Sokolsky				Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service	Co-op Quincy Howe
7:30	Valentino				Events of the Day	Bing Crosby	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)	Events of the Day	Bing Crosby (204 R)	Gabriel Heatter	Miles Labs. News of World (168)	Events of the Day
7:45	Henry Milo Travel Talk S	News			Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	One Man's Family ****	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ****	Mayflower News
8:00	Co-op America's Town Meeting	Toni Our Miss Brooks (206)			The World & You	My Son Jeep	True Detective Mysteries	Gen. Motors Henry J. Taylor	The World & You	My Son Jeep	Treasury Agent	People Are Funny Net Work Participations only	The World & You
8:15					News S	Yours Truly Johnny Dollar		Boston Symphony Orchestra	News S	Yours Truly Johnny Dollar			News S
8:30		P. Lorillard Two For The Money (200)			Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele		Life is Worth Living	Suspense	Broadway Cop	Carter Products & Anahist Dragnet	Your Better Tomorrow
8:45		News							Admiral News				News
9:00	Paul Harvey (Burton-Dixie)	Mitch Miller Show S			Sound Mirror	Viceroy News Jack Carson Show S	Esso Reporter Jackson Brewing Jax World of Spts	Bell Telephone Telephone Hour (185) R	Sound Mirror	News Jack Carson Show S	Esso Reporter Jackson Brewing Jax World of Spts	News Radio Theatre Participations Biographies On Sound Participations W. C. Fields (Jan 24 only)	Sound Mirror
9:15	Quincy Howe S				ABC News		Behind the Iron Curtain		ABC News		This is Civil Defense		News S
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion		Offbeat	CBS Columbia Amos 'n' Andy Music Hall	Reporters' Roundup	Cities Service Band of America (113)	Offbeat	Amos 'n' Andy Music Hall (204)	The Army Hour		Offbeat
9:45		Sports News	Co-op Keep Healthy		News	Chevrolet News			News	Chevrolet News			News
10:00	Overseas Assignment S	Face the Nation	Billy Graham Evangelist Assn. Hour of Decision		AFL Edw. Morgan News	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly ******	AFL Edw. Morgan News	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly ******	AFL Edw. Morgan News
10:15	Dick Hayes Sings				How To Fix It Co-op News		Dance Orchestra	B&W News Heart ofthe News	How To Fix It Co-op News		(Co-op) Men's Corner	News Joseph C. Harsch	Pabst Fights
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum	Martha Lou Harp		Abbey Albert Orchestra	TBA	Take Thirty S		Dance Time	Nightlife with Nordine	
10:45													
11:00	Moods in Melody	News	Repeat of Billy Graham Hour of Decision	Monitor •	Songs by Dini	News Analysis	Mutual Reports The News	No Network Service	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service	Singing with the Stars
11:15 PM		U.N. Report			Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	ABC News Great Moments of Great Composers	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op	Breakfast Club Beltone Bristol-Myers Frigidaire Union Pharmaceutical General Foods Drackett Sandura OlsenRug st.1/23 MilnerPds. st.1/ Blue B'net st.1/5	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor •
9:15		Music Room		Monitor •		No Service	Easy Does It			Farm News		
9:30	Prophecy, Inc. Voice of Prophecy (90)	Church of the Air	Christian Ref. Church Back to God (288)							St. Louis Melodies		
9:45				Art of Living						Garden Gate		
10:00	Message of Israel S	Chev. News Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit	Sterling MWF My True Story	Arthur Godfrey ††	Cecil Brown	**M. M. McBride Weekday ***	(10-10:30) Table Products Inc.	Chev., A. Jackson Galen Drake S Father John's Medicine		
10:15					Carnation Whispering Streets (224)		Guest Time Wed. Faith In Our Time					
10:30	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	Monitor •	Carter When A Girl Marries (165)		Kraft News		Moppets and Melodies		Good News (Religious)	
10:45					TBA		Johnny Olsen Show			Calmer S	Conference Call	
11:00	Sunday Melodies Marines in Review	News E. Power Biggs S	Dawn Bible Frank & Ernest (362)		MWF Pharmace Companion S		Kraft News Norwich Grove Quaker Fla. Citrus Story Time		ABC News* The Inner Circle	Robt Q. Lewis (185) S	Lucky Pierre Show	
11:15			First Church How Christian Science Heals		Paging The New S							
11:30	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S		Albert L. Warner News S	Contnl. Baking Make Up Your Mind (58)	Queen for a Day P. Lorillard (551)		All-League Clubhouse S		Philco Corp Phonorama Time	
11:45					Your Neighbors Voice S	Wrigley Howard Miller (145)		Miles Fibber McGee & Molly		Milner	Les Paul	
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick		Valentino	Bishop, Gen. Fds. (195) Wendy Warren	Kraft News L. Higbie	Weekday ***	ABC News How To Fix It	Chev., A. Jackson Romance S	Tex Fletcher's Wagon Train	Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:15 PM		World Affairs Report S			Luncheon at Astor Sunshine Boys	Backstage Wife	Here's Hollywood		101 Ranch Boys S			
12:30	The World Tomorrow Radio Church of God	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light	How To Fix It No Network Service	Toni MW Helen Trent (187)	Jean Shepherd Show		American Farmer S	Liggett & Myers Gunsmoke (198)	Fifth Army Band	Monitor •
12:45			First Church How Christian Science Heals			Our Gal Sunday S	No Service					
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (280)	Les Paul News	Monitor •	Co-op Paul Harvey	Hazel Bishop Road of Life (131)	Co-op Cedric Foster		ABC News	Chev., A. Jackson	Basil Heatter	Chalmers Home Hour (Central Sta's)
1:15			Merry Mailman		Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Footnotes to History Health		Navy Hour S	City Hospital	Musical Wheel of Chance	

1:30 PM
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FOR JANUARY 1956

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WE DAY			THURSDAY				FRIDAY				SATURDAY				
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Metre. Li Allan Ja (29)	y With & Ray	No Network Service	Not in Service	Metro.Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service	Pan American Union	Make Way for Youth	John T. Flynn	Monitor *	6:00 PM
No Serv				No Service				U.N. on the Record S		Richard Harkness Co-op			Les Paul Airmen of Note		6:15
			Bill Stern				Bill Stern			No network Service	Co-op Sports Kaleid	Young Ideas Fred Robbins	Report from Washington		6:30
Delco B Lowell T (19	Paul Sports News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Les Paul General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Battries Lowell Thomas (199)	Les Paul General Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Co-op Sports Afield With Bob Edge		Jax World of Sports With Bob Nise		6:45
Longines Philip M Curt Ma Show (183)	Lewis Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Longines News CBS-Columbia (204) R Curt Massey Show (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Longines News Philip Morris Curt Massey Show (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	At Ease	Longines News Juke Box Jury	Pop the Question		7:00
	Business Date	No Network Service	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service	Overseas Assignment				7:15
CBS-Colu Bing Cr (204)	Home Heatter	Miles Labs News of World (168)	Events of the Day	Bing Crosby	Gabriel Heatter	Miles Labs News of World (168)	Events of the Day	Bing Crosby	Amer. Home Gabriel Heatter	Miles Labs News of World (168)	As We See It (CIO)		Inspiration Please		7:30
Am. O Ed. R. M (89)	Paul Edition	One Man's Family ****	Mayflower News	Ed. R. Murrow S (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family ****	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	One Man's Family ****	This Week In Washington ABC News	Chevrolet News			7:45
My Son J		X Minus One	The World & You	My Son Jeep	Official Detective	Anahist The Great Gildersleeve Network-local participations	The World & You	My Son Jeep	Counterspy	National Radio Fan Club Network & local participations	Dancing Party S	Saturday Night Country Style	True or False		8:00
Yours T Johnny D	sters		News S	Yours Truly Johnny Dollar			News S	Yours Truly Johnny Dollar							8:15
FBI In P & W	ide ander		Your Better Tomorrow	Bristol-Myers Arthur Godfrey Digest (200) R	Crime Fighters	The Goon Show	Your Better Tomorrow	21st Precinct S	Co-op City Editor				Musical Caravan		8:30
News	orter	B&W News	Mayflower News	News S	Esso Reporter	B&W News	Mayflower News	Viceroy News	Esso Reporter	NBC Job Clinic		Viceroy News			8:45
Jack Ca Show S	Brewing ld of Spts ness ry S.A.	DeSoto Plymouth Dealers, You Bet Your Life (191)	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts The Book Hunter	American Adventure	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts American Travel Guide	National Radio Fan Club Network & Local Participations		Philadelphia Orchestra	I Ask You		9:00
			News S				News S								9:15
Amos 'n' A Music H (204)	ly tre	Truth or Consequences Network Participations Only	Offbeat	Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation	Offbeat	Amos 'n' Andy Music Hall (204)	Double Date				Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (83)	9:30
hevrolet			ABC News	Chevrolet News			Anahist News	Chevrolet News		B&W News		News S			9:45
Newsm	Pinkley	Fibber McGee & Molly ******	AFL Edw. Morgan News	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly ******	AFL Edw Morgan News	Herman Hickman	Virgil Pinkley	Gillette Boxing	Ozark Jubilee	Basin Street Jazz	Oklahoma City Symphony Orchestra	Monitor *	10:00
	re's ayes	B&W News This Is Moscow	How To Fix It Co-op ABC News		Here's Hayes	News Carling Cons. Club	How To Fix It Co-op ABC News	Dance Orchestra	Here's Hayes	Sports Digest					10:15
Dance Orchest	ding ord	Keys to the Capitol	Front & Center		Music for You	Jane Pickens Show	Indoors Unlimited		Dance Time	Fibber McGee & Molly ****	Lawrence Welk Army Show	Guy Lombardo Orchestra			10:30
										Sports Highlights Time to Come					10:45
News An	Reports News	No Network Service	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service	Songs By Dini	News Analysis	Mutual Reports The News	No Network Service	Statler Orchestra	News Analysis	Salute to the Nation		11:00
Dance Orche	Radio view	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty		Dance Orchestra			11:15 PM

AME

SUNDAY				MONDAY - FRIDAY				SATURDAY			
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Pilgrim	worth our (30)	Lutheran Hour (479)	Monitor *	Closed Circuit	Toni TuTh Dr. Malone	Luncheon with Lopez	Weekday ***		Kathy Godfrey Show S	Magic of Music	Monitor 8 a.m. Saturday through Sunday Midnight *
					P&G Duz Guiding Light (128)						
Healing W Inc. Dr. Oral R	ines ennette (25)	Music From Britain	The Catholic Hour	No Network Service	Mrs. Burton	Kraft News A Letter to Lee Graham		ABC News Texas Co. Metro. Opera	News S Spring Serenade	TBA	
					P. Mason						
Dr. W Wings of H			Monitor *	The Martin Block Show	Toni & Bristol-Myers Nora Drake (200)	America's Front Door			Dance Orchestra	Sports Parade	
					P&G Aunt Jenny (128) S						
Pan Am Union	York rmonic phony				Houseparty† (183) R	Mutual Reports Mutual Matinee with Ruby Mercer			News S Richard Hayes Army Show	Country Jamboree	
Dr. Billy G Hour of D (22		Bandstand U.S.A.			Fred Robbins (S)		Hotel for Pets Coast Fisheries *****		Treasury Bandstand		
				♦ Manhattan Matinee			Doctors Wife				
	ers				Chef Boy No Service	Mutual Reports Mutual Matinee Bruce & Dan	P&G Right to Happiness		News S Jerry Gray Orchestra	Bandstand USA	
							Widder Brown Sterling M-Th				
Gospel B Old-Fa Revival H	Sunday rsoon	Hopalong Cassidy		Treasury Bandstand		M. Military Band Tues & Thurs Bandstand USA Wed. R. Hayes Fri. Salute to Nation	P&G Pepper Young	Pop Concert	Treasury Show		
							Miles Woman In My House	The World Tourist			
Disc S	ckson d News	Natl. Biscuit Adventures of Rin Tin Tin		Musical Express	News No Service	Stand By With Bob & Ray	Helen Hayes	Dinner at the Green Room S	News S New Orleans Jazz Band Ball	Teenagers, USA	
				Bobby Hammack & His What Four							
	Sunday rsoon	(Co-op) Wild Bill Hickok		Gloria Parker			Gen. Mills & Amer. Bakeries Lone Ranger		Saturday at the Chase		
Church Hou Fred J		John Price		Wall St. Final (Harris, Upham)		Les Paul Gen. Sports Time Kraft News	Production Five			Les Paul	

December 26, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† **Houseparty.**

3-3:15 p.m. MWF Lever—Th. Sunsweet.

3:15-3-30 p.m., Th. Fri. Dole.

Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

†† **Arthur Godfrey Time**

10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week, R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.

10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; R & R; A. E. Staley—M.-Th., alt. days, R & R.

10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Dow Chemical—Thur., every 4th Fri., MacManus, J & A.

10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Minn. Mining—Tu. Burnett; Dow Chemical—Th., R&R.

11-11:15 a.m., Campana—alt. Fri., FDH; Kellogg—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.

11:15-30 a.m. Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Tu-Th-Fri.—Pearson Pharmacal.

NBC—

* **Monitor**—participating sponsors: Chesebrough, Charles Antell, RCA, Gruen.

** **Mary Margaret McBride**—Gen. Foods; Thurs.: Sust; Mon., Tues., Wed., & Fri.

*** **Weekday**—participating sponsors.

**** **One Man's Family**—local and network participating. Carter Prods.; Anahist.

***** **Hotel For Pets**—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.

****** **Fibber McGee & Molly**—local & network participations. Viceroy, RCA, Anahist, Carter.

Microwave System Planned For Latin American States

COMMERCIAL application of "over-the-horizon" microwave propagation moved a step closer to reality last week with the announcement that the Radio Corp. of Puerto Rico, a subsidiary of International Telephone & Telegraph Corp., is planning a link between Puerto Rico and the Dominican Republic.

The move represents the third major phase of experiments to extend radio communications beyond the approximate 30-mile range "line-of-sight" microwave links, according to Henri Busignies, executive vice president, Federal Telecommunication Labs., which developed the equipment. "The recent developments by the laboratories," he said, "have brought over-the-horizon communication to the point where it is now commercially feasible."

The proposed system will operate between the capital cities, San Juan and Cuidad Trujillo, a distance of 237 miles. No repeater stations will be required.

London Commercial 'Top 10' Headed by Give-Away Shows

PULSE'S "Top 10" in the London area has been released in New York by Pulse Inc. which, through a new branch office—Pulse Ltd.—now measures commercial tv in Great Britain [B•T, Dec. 12].

The list includes U. S. film shows, *I Love Lucy, Dragnet* and *Roy Rogers,* as well as quiz programs with prizes. The latter type took first and second place. Survey was taken only in homes with sets equipped to receive Independent Television Authority (commercial) programs.

The London Top 10:

Double Your Money	64
Take Your Pick	57
Jack Hylton Presents	57
I Love Lucy	56
People Are Funny	56
Robin Hood	56
Roy Rogers	56
Theatre Royal	56
Dragnet	55
Palladium	55

CBC Color Tv Plans Depend on Set Prices

COLOR TELEVISION may reach Canada sooner than expected, according to industry sources. The present Canadian Broadcasting Corp. policy is not to start color tv until prices of receivers come down, but equipment manufacturers are planning to be called on to make sets and transmitting equipment within a year.

F. W. Radcliffe, commercial vice president of RCA-Victor Ltd., Montreal, Que., has stated that his company can be in actual production of color tv receivers within 60 days of a CBC policy declaration. Other manufacturers, Pye, Canadian General Electric, Canadian Marconi and Canadian Aviation Electronics (DuMont), are in about the same stage of preparation.

Color receivers at present are being sold in the Toronto area in very limited numbers to pick up WBEN-TV and WGR-TV Buffalo, N. Y., closest U. S. color tv stations. Sets sell for about $1,200. The industry looks toward selling about 12,000 color tv sets in 1956.

Healy Named ACA Manager

FRANK A. HEALY, secretary, Assn. of Canadian Advertisers, Toronto, Ont., becomes general manager of ACA Jan. 1, succeeding Athol McQuarrie, who is retiring after 14 years in that post. Mr. Healy joined ACA last April from the Ford Motor Co. of Canada, where he was information manager of the public relations department at Windsor, Ont.

RCA STATEMENT FOR 1955 INDICATES FIRST BILLION-DOLLAR YEAR IN SALES

Electronics firm joins top 25 firms in U. S. Board Chairman Brig. Gen. David Sarnoff cites color tv progress during past 12 months, calls 1955 NBC's 'greatest year.'

RCA will do a billion-dollar business this year for the first time, thereby joining the ranks of the top 25 industrial companies in the U. S., Brig. Gen. David Sarnoff, chairman of the board, announced in a year-end statement being released this week.

Gen. Sarnoff hailed 1955 as the year when color television got "off the ground" and also NBC's "greatest year" in its history.

"Total sales of products and services by RCA in 1955 will exceed $1 billion," Gen. Sarnoff said. "It is equivalent to more than $4 million business for each working day of the year. At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of $1 million a year.

"From a million to a billion in 35 years is a record that gives all of us in RCA a sense of pride in the past and confidence for the future.

"Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress."

In an appraisal of color television, Gen. Sarnoff said this year saw it "get 'off the ground' as a new service and become commercially established. The initial steps are behind us. With more and more color tv receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of 21-inch color receivers, including a table model, consolette and three consoles. As demand increases, production will increase and prices will decrease, he said.

"Color tv will continue to gain in momentum and will make an impact on the American home and the nation's economy."

He said NBC—"and we hope . . . others in the broadcasting industry"— will increase color programming substantially in 1956, and expressed firm belief that "the sale of color sets will eventually exceed the sale of black-and-white sets."

Stresses Quality Shows

Calling attention to the volume of NBC color spectaculars, which he called by far the largest schedule in the industry, Gen. Sarnoff said:

"In expanding and developing its service to the American home, NBC is concentrating on the *quality* of its programs. Fully aware of the great educational and cultural opportunities in television, NBC is emphasizing quality not only in programs of popular entertainment but in all programs—drama, operas in English, education, news, and public affairs."

He singled out *Wide Wide World* as one that is educational as well as entertaining and noted increased tv attention to informative programs on government activities.

"The NBC is now entering its 30th year and 1955 has been the greatest year in its history," Gen. Sarnoff said. "NBC's emphasis on quality, as well as circulation, stimulates the public's taste for the better programs on the air and encourages others in the industry to follow NBC's path toward higher program plateaus."

Noting promise of great expansion in industrial uses of tv and electronic controls, he reported that marked progress is being made by RCA in development of an electronic light amplifier, a magnetic tape recorder for television, the high-speed electronic printing process known as Electrofax, an electronic air conditioner, and microwave two-way radio communication for virtually all types of vehicles.

He also reported that, to meet demands made by the gain in popularity of high-fidelity instruments and records, RCA Victor had introduced five new Orthophonic high-fidelity phonographs for the home.

Five major areas where new advances are being made were listed as (1) transistors (among other uses, RCA is now marketing pocket-size all-transistor radios as well as a larger "personal size" portable set designed for extremely long battery life); (2) business machines ("a vast field for development and expansion . . ." RCA developments include "Bizmac," a system for electronic data processing); (3) military electronics; (4) radar (an all-weather system designed by RCA is being installed by five commercial airlines in the U. S. and four in Europe); (5) closed circuit television (expanding widely in education and industry; first closed circuit installation of RCA compatible color is being made at Walter Reed Army Medical Center in Washington).

Gen. Sarnoff's report pointed out that dividends declared to stockholders in 1955 amounted to $24,069,000 ($3,153,000 in preferred stock dividends, $20,916,000 in common). He placed RCA employment at 78,000 persons, including 8,000 overseas.

Government business, he said, accounted for about $220 million of the 1955 total volume, with current backlog of government orders around $275 million.

The company's billion-dollar business in 1955 is 320% greater than its sales volume of 10 years ago ($237 million) and compares with 1954's total of $941 million.

"RCA has built upon the bedrock of scientific research, development and engineering," Gen. Sarnoff said. "We regard research as the lifeblood of modern industry and the basis for steady growth.

"Progress is born of change as illustrated by the fact that during 1955, 80% of RCA's total sales will be in products and services which did not exist, or were not commercially developed, only 10 years ago. The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering."

He pointed out that in the last five years RCA has spent approximately $160 million for additions and improvements to its properties and facilities, and said that proceeds from the company's recent $100 million debenture issue, along with other funds, will be used to expand and develop RCA's research, manufacturing and service facilities in the electronic and related fields.

Hope for Vhf-Uhf Sets Bolstered by New GE Tube

A MITE of a tube—⅜-in. long and 5/16-in. wide—has possibilities of realizing a long-sought-after combination uhf-vhf television receiver in much simpler form than was believed possible heretofore.

Instead of all-wave tv sets having a vhf radio frequency amplifier and a uhf radio frequency amplifier, GE's 6BY4 can do the work of both, the company has announced.

Developed by GE, the micro-miniature, metal-ceramic receiving tube has high gain and low noise. Tv set manufacturers have been conferring with GE on use of the tube. It is not yet in mass production, but prototypes are being manufactured for the trade.

GE pointed out that at 900 mc, the 6BY4 has a power gain of approximately 15 decibels, a noise factor of about 8.5 db, and a bandwidth of 10 mc. The 15 db gain permits simplified circuit design, GE pointed out, while the 8.5 db noise factor means a 4:1 improvement over normal uhf amplifiers (which run usually at 14-15 db).

Because of its metal-ceramic construction, GE said, the tube can operate at temperatures as high as 500 degrees centigrade. It can also withstand shock and vibration to a much greater degree than normal glass tubes, GE said, and its greatly increased physical strength produces significantly lower microphonic output. The tube can be used with regular circuitry, and with other types of circuit assembly such as printed circuits and automation, GE said.

In a test made with tv signals at 700 mc, the tube improved an indecipherable picture to the equivalent of a picture with snow just becoming apparent, brought in by a conventional tuner. The metal part of the 6BY4 is titanium.

CBS-Columbia Realigns Engineering Department

REALIGNMENT of duties in an expansion move of CBS-Columbia's engineering department was announced last week by R. T. Capodanno, vice president in charge of engineering for the radio and tv set division.

The changes, involving the addition of three new engineers and the revamping of executive responsibilities of top CBS-Columbia engineering executives, were made in order to de-emphasize administrative duties while increasing attention on developmental projects.

Named as chief mechanical engineer was Ludwig Zucker, while Walter Lukas and Martin Perry were appointed chief electrical and chief radio engineers, respectively. Harold H. Knubbe, executive assistant in the engineering department, was named to a newly established post of technical assistant to Mr. Capodanno. Bernard Klibanner, assistant mechanical engineer, was promoted to supervisory mechanical engineer for both radio and tv products, while Israel J. Melman, chief tv engineer, will supervise developmental color and black-and-white tv projects.

Robbie Robinson

"What if I do have a new sled! I can't hear KRIZ Phoenix this far from Arizona!"

Output of Radio Sets 14.7 Million in 1955

Prospect next year good, says RETMA president. Tv set production totals 7.8 million, setting alltime record. Manufacturers sales total $5.5 billion.

RADIO SET production for 1955 will total 14.7 million units compared to 10.4 million turned out in 1954, according to a yearend statement by H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn.

This figure is below the alltime record of 1947, when 20 million radio sets were produced to meet the postwar demand, he said. It does not include custom and unassembled hi-fi radio-phonograph equipment.

The 1956 outlook for radio sets is good, according to Mr. Hoffman, with a strong market for auto sets and a demand for portables based on growing popularity of transistor types.

The 1955 radio output figure consists of 7.7 million home, clock and portables compared to 6.3 million in 1954; 7 million auto sets compared to 4.2 million in 1954. Retail sales of radios will exceed 7 million units compared to 6.4 million in 1954 (few auto sets are retailed).

About 7.8 million tv sets will be manufactured by yearend, an all-time record, according to Mr. Hoffman. This compares with 7.4 million in 1954 and 7.5 million in 1950, previous peak. Consumers bought 7.6 million tv sets in 1955 compared to 7.3 million in 1954, previous record.

RETMA members have enjoyed one of their most productive years, Mr. Hoffman said. Among the association's projects are upgrading of radio-tv service technicians through training aids. National Radio & Tv Week was described as successful. Sales of tv sets have been spurred by new styling and more accessible tuning plus demand for second sets. Black-and-white sales increased while color tv was making its first serious consumer appeal.

Deliveries of military components and equipment increased to $2.4 billion, about $100 million over 1954. Civilian and commercial receiver and equipment sales exceeded military procurement for the first time since start of the Korean War. New industrial uses include automation devices and computers as well as a fast-rising demand for home electronic aids.

General outlook for 1956 is bright, Mr. Hoffman said, pointing to the usual heavy demand for radio-tv sets in an election year and the improved programming available plus the general prosperity of the nation. He estimated black-and-white tv sales will reach 7.3 million, perhaps more. Color sales will depend on programming and availability of color tubes. Color production, he figured, will reach 250,000, at least. Military procurement is expected to continue at its present high level and may rise.

Mr. Hoffman estimated 1955 factory sales at $5.5 billion, nearly 10% above 1954. He computed the industry's total business—broadcasting, merchandising, servicing, manufacturing—at about $9.7 billion.

CBS-Columbia Trade-In Plan Sells 357 Color Video Sets

UNDER its trade-in promotion offer limited to the New York metropolitan area [B•T, Dec. 5], CBS-Columbia, radio and tv set manufacturing division of CBS Inc., reported last week that it had sold more than 357 color tv sets to New York dealers. Of these, 128 sets were sold to

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consumers within 10 days of the initial pre-Christmas offer.

The offer allowed color set customers a full rebate on the original cost of their black-and-white sets (up to $400) regardless of make on the purchase of the $895 CBS-Columbia set for a possible cash outlay of $495 plus installation charge.

Since the installation and service fall under direct CBS-Columbia supervision, a spokesman for the firm said the offer answered three major stumbling blocks to color set sales: price, disposal of black-and-white sets and service.

Admiral Shows '56 Line Featuring $895 Color Set

A NEW 21-inch color set listing for $895 and five 21-inch monochrome tv receivers equipped with automatic tuning were introduced by Admiral Corp. last week.

The color model contains a 28-tube chassis and provides a 260 sq.-in. picture, according to Joe Marty Jr., general manager of Admiral's electronics division. Included is a "color killer" that automatically blacks out unused color circuits during monochrome programs to suppress interference and maintain color intensity levels.

Automatic tuning on the black-and-white sets represents another use of Admiral's printed circuit techniques, according to George A. Bodem, vice president for electronics. Automatic tuning permits set to be turned on at normal listening volume and changes stations, with provision for optional remote control.

MANUFACTURING SHORTS

Bing Crosby Phonocards Inc., N. Y., has been established to manufacture and market paper phonograph records for industrial merchandising purposes. Edward A. Di Resta, formerly with ABC and Gotham Recording Co., is president. Mr. Crosby is stockholder in new company.

Channel Master Corp., Ellenville, N. Y., has placed on market new television antenna which it claims eliminates co-channel interference and 'venetian blind' reception found in areas within field of two transmitters broadcasting on same channels. Called K.O., antenna is aluminum, pre-assembled and sells from $16.67 to $57.64. Firm also reports addition of antenna installation accessories to its product line.

RCA Theatre & Sound Products Dept., Camden, N. J., has announced new hi-fiidelity am-fm tuner with electronic eye for pin-point radio tuning. Designed for plug-in use with other RCA components, model ST-4 has expanded frequency range of 10-15,000 cycles per second, and retails at suggested $214.25 price.

General Electric Co. reports it has shipped vhf 6-bay bat-wing antenna to KDKA-TV Pittsburgh, Pa. Same company has issued new edition of its booklet on interchangeability of power tubes used in broadcasting and industrial fields. New feature, according to GE, is listing of 282 tube types in alphabetical and numercial order. Booklet is available from tube distributors.

Mir-A-Call Corp., Chicago, reports approximately 35 tv stations have purchased its electronic, cordless cueing device since new models were introduced last June. Product is designed particularly for remotes, panels and participation programs and ad lib shows.

MANUFACTURING PEOPLE

S. W. Scott, Pacific district manager Graybar Electric Co., N. Y., and **E. R. Yonkers,** company's Eastern district assistant manager, elected to board of directors.

Niles P. Gowell, with Raytheon Mfg. Co., Waltham, Mass., since 1928, named chief engineer of receiving tube division. **John M. Palmer,** general manager of Landsdale Tube Co., subsidiary of Philco Corp., appointed manager of manufacturing for Raytheon's receiving tube division.

Wallace F. Baker, Westinghouse electronic tube division, appointed assistant general sales manager of division. He will headquarter at Elmira, N. Y.

Lester L. Libby rejoining Sierra Electronic Corp., San Carlos, Calif., as assistant chief engineer, position he held prior to November 1954 when he became president of Alto Scientific Co.

Nicholas De Falco, assistant general quality control manager, Allen B. DuMont Labs, promoted to quality control manager, succeeding **Richard F. Rollman,** resigned.

Robert G. Hutchins, Bendix Aviation Corp. and Federal Airways Communications System of CAA, to Standard Electronics Corp., Newark, N. J., as midwestern district sales manager.

Willard L. Hemsworth, midwestern regional sales manager, RCA-Estate Range Div., appointed CBS-Columbia mid-western regional manager for Minnesota, North Dakota, South Dakota, Iowa, Wisconsin, and Nebraska.

H. F. Penfold, former assistant sales director, Collins Radio Co., appointed general sales manager, Rust Industrial Co. (electronics), Manchester, N. H.

Walter A. Klinger, head of newly formed Cinequipment International Co., Hollywood, for foreign distribution of U. S. motion picture equipment, appointed for sales by J. G. McAlister Inc. (lighting, production equipment), Hollywood.

Eugene B. Shields, formerly manager of co-op advertising, Norge Sales Corp., Chicago, to Magnavox Co., Ft. Wayne, Ind., as assistant advertising manager.

Hans H. Nord, formerly with Allen B. DuMont Labs, to Foto-Video Labs. Inc. (electronics), Little Falls, N. J.

Anthony Dillon, with CBS-Columbia, Long Island City, N. Y., since 1950 in various sales-merchandising positions, promoted to newly created post of manager, market development for company, establishing new franchise dealerships and assisting dealers and distributors with marketing plans.

Myles M. Walker, Raytheon Mfg. Co., marketing research manager, appointed to newly created post of market development manager for Raytheon's commercial equipment division.

Gift Certificates

GIFT certificates redeemable for color tv receivers have been supplied dealers by Hoffman Electronics Corp. According to Paul E. Bryant, general sales manager of the company's radio division, the gift certificate was made necessary because the company is unable to meet the demand for the Hoffman sets. Increases in production are scheduled for January, Mr. Bryant said.

EDUCATIONAL TV STATION SOUGHT FOR N. Y. STATE

Sen. Thomas C. Desmond plans to introduce bill in legislature asking $725,000 for project.

PREPARATIONS were being made last week by New York State Sen. Thomas C. Desmond (R.) of Newburgh to introduce a bill in the state legislature in early January, asking for $725,000 to provide a single experimental television station which would be operated for three years by the State Education Dept.

A spokesman for Sen. Desmond told B•T that about $500,000 would be allocated for capital costs of the educational tv station and $75,000 each year for operating costs. He said that Sen. Desmond also is in favor of a recommendation made on Dec. 16 by the board of regents of the U. of the State of New York, requesting a $975,000 program for two educational stations in the state, but added that the senator will continue to press for his bill should the legislature vote down the regents' proposal.

Sen. Desmond's bill will leave the location of the proposed single station to the Education Dept. The senator sees in his proposal a try-out—for educational tv—without committing the state to a "multi-million-dollar network."

Under a recommendation outlined by the board of regents, $450,000 would be earmarked for a station to be operated by the Education Dept. in Albany; $350,000 for a station in New York City to be operated by the regents-chartered Metropolitan Educational Television Assn.; $100,000 for a study of the use of closed-circuit tv in one high school and one elementary school, and $75,000 for an educational tv unit in the State Education Dept.

Two years ago, a regents plan for the establishment of statewide network of 10 educational tv stations was defeated when the temporary State Commission on the Use of Television for Educational Purposes voted 10 to 5 against putting state funds into educational tv. This action was taken during former Gov. Thomas E. Dewey's administration. Gov. Averell Harriman reportedly has voiced general sentiment in favor of educational tv.

Mich. State Survey Shows Educational Tv Established

"THOUSANDS of Americans are using educational television courses to work toward college degrees" and the movement is now "out of the experimental stage," according to a national survey completed by Michigan State U.'s research department.

The study was undertaken by Dr. Irving Merrill, research director for WKAR-TV East Lansing (MSU tv outlet), in cooperation with the university's continuing education service and American Council on Education. Purpose of the survey was to compare enrollments in 22 credit telecourses offered by 18 institutions in the 1954-55 school year.

According to the study, enrollment was 4,016—620 for credit and 3,396 for non-credit courses—and an estimated 372,000 additional viewers watched the telecourses. Average tv credit course had a combined enrollment of 41.89 enrollees per 100,000 tv homes (6.68 of that for credit). Whether the telecourse was carried over educational or commercial television facilities "appeared to have little if any effect" upon enrollment, the survey found.

B•T INTERVIEW

MR. TOWER

A STATUS REPORT ON LABOR RELATIONS

AS RADIO and television broadcast techniques and operations become more complex, the interests of management and employes become more difficult to resolve. In view of the extensive technological changes in broadcasting and the fact that the problems, unlike the Petrillo dispute between networks and big stations, are of importance to medium and smaller stations, B • T asked Charles H. Tower, manager of the NARTB employer-employe relations dept., a series of questions covering developments in the past year. They follow, with his answers:

Q: What have been the major factors in broadcasting labor relations during the past year?

A: There have been many factors, both outside and inside the industry. Among the most important, within the industry, are the economic problems of radio, the development and growth of television, technological change, and the NLRB's new jurisdictional policy.

Q. Which of these do you regard as the most important?

A: Technological change has been the most dramatic—that is, it has precipitated the most crises.

Q: Specifically, what has been the effect of technological change on collective bargaining in radio?

A: The most dramatic technological innovation has been remote control operation of certain categories of transmitters. When remote control comes in, it means the displacement of transmitter technicians. Some of the larger stations can absorb the displaced technicians in other technical work. Other stations cannot. This is a tough situation, even without a union contract. No broadcaster likes to lay off people. The problem is much more difficult when there is a union contract because, understandably enough, a union cannot sit idly by and let even a few of its members be laid off.

Q: Have strikes arisen over this problem?

A: Yes, I am sorry to say there have been some strikes. The most famous technological change strike was the Yankee Network strike of a few years ago. The issue there was the handling of control board work by announcers, and the resulting layoff of technicians. The strike that has been going on in Birmingham is also a technological change strike. There have been others. However, we should not lose sight of the fact that, in many more cases than not, the issue has been peacefully resolved.

Q: What was the Birmingham strike about?

A: The strike involved stations WAPI and WABT (TV). The company proposed to operate its radio transmitter by remote control during the daytime hours when the transmitter was non-directional. Even though the company proposal was coupled with a guarantee that no presently employed technicians would be laid off, the union refused to go along with the idea on a reasonable basis. The strike began on July 1, 1955. It is still going on. Both stations are still on the air and business is reported to be good. Many of the strikers have been replaced. Thus, it is difficult to say at this point just what sort of a compromise settlement will eventually be worked out.

Q: Have we pretty much reached the end of technological change problems in broadcasting?

A: Unfortunately, from a labor relations point of view, we have not. In fact, the issue is likely to become more acute in radio broadcasting over the next two or three years. Substantial technological change in television is probably a little bit farther off, but it is bound to come.

Q: Is there any aspect of the technological change problem which can be legitimately and successfully handled by union-management effort?

A: In my judgment, there is a substantial area for cooperative effort. It has to do with the method of introduction of technological change and its effect on employes. In many cases, layoffs cannot be prevented. The company and the union should concern themselves with making the transition for laid-off employes as easy as possible. Perhaps it is worthwhile to point out in passing that, where the adoption of technological changes is hampered by union opposition, the employes who gain thereby temporary protection will not benefit in the long haul. Where a job is based on artificial restrictions, there is neither long-term security nor satisfaction for the individual performing it.

In considering technological change in broadcasting, two additional points should be kept in mind. First, technological change is the basis of the American economy as it has evolved over the years. The remarkable growth that we have experienced and the plenty which is around us everywhere is due in large measure to the ability and willingness of management to utilize new methods of operation. Secondly, in broadcasting, the crisis in technological change has fortunately come at a time when overall opportunities for employment, even for technicians, is expanding. Thus, the reduction in employment opportunities in some areas of the industry has been more than offset by increases in employment opportunities in other areas.

Q: What is the NARTB's position in regard to the introduction of technological change?

A: While I do not presume to be the association's spokesman on overall operational problems, I feel it is axiomatic that the association is for anything that will provide better and more efficient broadcasting service to the people of the United States. Our job is to do what we can to create an environment in which more efficient operation is possible. Each broadcaster has to make his own decision as to what changes, if any, will be made in his own operation. If he decides to make some changes, and there is a union problem involved, we shall do whatever we can by way of furnishing information which will help him resolve the matter. If we were to do anything less than this, our services would be of little or no value to station management.

Q: To what extent does the NARTB formulate labor relations policies for stations?

A: We do not, in any way, shape or form, set labor relations policies for stations. Our job is to provide stations with information on specific and general practice. Station management has to set its own course. Information provided by us is, we hope, of some assistance in helping them reach the desired objective.

Q: Are there technological change problems in television?

A: Not so much right now. There will be an increasing number of them in the future. I would guess that they might become particularly acute in about five years.

Q: I suppose that technological change is a part of the broader matter of economics in radio and television?

A: There is no question about that. In radio today, technological change is the No. 1 means of more efficient and lower cost operation. Alert management in radio, or in any other competitive industry for that matter, has to be ready to take advantage of these new developments. Employers that fail to do so will be left by the wayside.

ECONOMY AND LABOR RELATIONS

Q: What about the basic economics of television and their effect on labor relations?

A: The growth of television has been headlong, almost explosive. In such a situation, unions generally scramble to stake out jurisdictional claims. The result: many jurisdictional disputes.

For example, a big battle took place when memory aid devices were introduced. A similar battle took place over the operation of rear screen projectors. These and other pieces of equipment don't readily adjust to the traditional concept that the technician unions have jurisdiction of everything behind the cameras and the stage hand union has jurisdiction before the cameras.

The biggest battle of all is slowly taking shape. It involves the adaptation to video tape. In the past, one set of jurisdictional patterns has applied to live television, while another has applied to film television. The latter is basically set up according to Hollywood motion picture formulas. Video tape will, in some cases, result in an operational marriage between live tv and film tv—that is, a show may be produced live and yet a tape may be taken of it at the same time. If this becomes a desirable method from management's point of view, it doesn't take too much imagination to see that the union problems are going to be substantial. Performers on live television are now represented by AFTRA. Performers on film are covered by Screen Actors Guild contracts. Camera work in live television is IBEW or NABET jurisdiction. Cameras for film television are operated by IATSE crews. What the adjustment will be to accommodate the simultaneous live and tape production which will be made possible by video tape, no one can as yet tell.

Q: Have these jurisdictional disputes been costly?

A: There have been some stoppages, particularly at the network level, where the jurisdictional problem is most acute. However, the intelligent handling by network officials has managed to keep the disruption at a minimum.

Q: Wasn't the recent ABC case a jurisdictional problem?

A: Yes it was, and it was a tough one. Here AFTRA and the musicians' union [AFM] were arguing over the representation of musicians who ad lib on tv shows. AFTRA claimed jurisdiction over their non-musical performance. The AFM took the position that they were basically musicians and thus did not have to belong to any other union.

The issue was presented to the NLRB. Unfortunately, by using a procedural technicality, the NLRB ducked the issue. Thus, the dispute is still unsettled. Where it goes from here, I don't know. It is interesting to note that, particularly in television, jurisdictional disputes are a direct result of headlong economic growth. The unions involved want to make sure that no one encroaches on their domain, and some of them occasionally are not averse to inching over onto someone else's ground. However, most of the disputes are undoubtedly good faith, though not always well reasoned, disagreements as to where a given function belongs.

Q: Have jurisdictional disputes been the most important derivative of the rapid growth of television?

A. They have received the most publicity. In the long haul, a more important result will be the fact that medium sized and smaller stations have been forced to accept union operational patterns which are not always consistent with the best method of operation. At these stations, normally a technician union is the only one involved. For the most part, IATSE, which represents production employes at the networks, has not shown much interest in the smaller markets.

An example is found in the handling of the simple studio technical jobs which, at the unorganized stations, are performed by production department employes rather than by technicians. This seems to be a more logical method of operation, both in terms of function and in terms of cost. Yet most union contracts do not permit it. This collision between efficient operation and inherited patterns is likely to become a source of considerable friction as station competition becomes more acute.

Q: Another factor you mentioned to be important in industry and labor relations is the NLRB's new jurisdictional policy. Just what is that policy?

A: Within the past year, the NLRB has stated that it will no longer take jurisdiction over a radio or television station whose dollar value of business is less than $200,000 a year. This means that a substantial majority of radio stations are no longer subject to Taft-Hartley. The policy does not affect most television stations.

For a station out from under Taft-Hartley, the labor laws of its state apply. Most states do not have labor relations acts comparable to Taft-Hartley. This means an absence of election machinery and also an absence of statutory restrictions on union and management labor relations activities.

Q: How did this policy come about?

A: In some circles it is apparently felt that I was one of the chief architects of this NLRB jurisdictional rule. I am flattered to have it thought that I have so much influence in setting important national policy. The fact is, of course, that I do not, nor does anyone else with whom I am acquainted. The board's jurisdictional policy in broadcasting is part of an overall jurisdictional plan whereby the board, under the present administration, is seeking to divest itself of control of those segments of the economy which have relatively little impact on interstate commerce.

Q: How do broadcasters like the board's jurisdictional policy?

A: In theory, some like it and some don't, depending usually upon applicable state law and on attitudes toward unions. As a practical matter, I do not think the policy has significantly altered labor relations in the industry.

1955: RELATIVELY PEACEFUL

Q: Would you call the past year in broadcasting a relatively peaceful year from a labor relations point of view?

A: In my judgment, that is a fair characterization. Considering the tremendous problem of adjustment to technological change, the number of strikes has been small indeed. I hope, and I think, it indicates a mature approach on both the part of broadcasting management and the unions in our industry to the underlying problems of collective bargaining.

Q: What is the labor relations outlook in broadcasting for 1956?

A: It is hard to predict the future, whether it be labor relations or the stock market. Generally speaking, the pattern of next year should be much the same as this year. The basic factors—the motivating forces—are the same. Again, technological change will be important and so will the economic environment of radio and television. How many strikes? Nobody knows. I certainly don't. I hope and think that recent experience will help both sides work out peaceful solutions to the problems as they arise.

PERMITTEE GIVES TV PREVIEW

SPARTANBURG, S. C., doesn't officially have a tv station yet, but several hundred townsfolk saw a local telecast of Spartanburg's Christmas parade. WSPA-TV Spartanburg, permittee not yet on the air, televised the parade on closed circuit and showed the picture on monitor sets in the windows and auditorium of the WSPA radio building. Also in the Christmas promotion spirit, WSPA-TV's sister station, WSPA, has sent its friends red Christmas tree baubles with painted greeting and station call letters.

WRBL 'OPERATION CHRISTMAS'

COLUMBUS, Ga., heard all the drama of the pre-holiday rush in a special nine-hour Saturday program which WRBL Columbus called *Operation Christmas*. Backed up by music from the studio, WRBL's mobile "bug" cruised the downtown area spotting shopping developments, lost children, police announcements, and street interviews for the story of Christmas in Columbus.

CLAIMS BENEFIT 'FIRST'

WITH ITS "TELYMPATHON" held last month WIBW-TV Topeka, Kan., claims to be the first television station to stage a local tv benefit production to raise Olympic funds. WIBW-TV and Junior Chambers of Commerce of eight surrounding towns raised more than $8,000 to send American athletes to Melbourne, Australia, for the 1956 Olympics.

WWCA DISPLAYS IN 100 STORES

MERCHANDISING department of WWCA Gary, Ind., has made arrangements for product displays in over 100 grocery stores in the Calumet area as a tie-in with its new *House-Party* audience participation program. The show is designed as an advertising vehicle for food products and has enlisted participation of over 200 church groups and civic and fraternal organizations. Jerry Healey, WWCA radio personality, emcees with Bruce Barton as organist.

KCBQ BUYS TELEVISION TIME

KCBQ San Diego, Calif., took advantage of a special event on competitive television station KFMB-TV San Diego, to promote its new 24-hour music and personality format. The KFMB-TV El Cajon *Mother Goose Parade* telecast last month included an hour sponsored by KCBQ and used to introduce KCBQ's disc jockey team and new programming. Wrather-Alvarez Broadcasting, licensee of KFMB-TV, also operates KFMB radio in San Diego. KCBQ says this is the first time in its area that a competitive radio station has sponsored a program on tv.

POLK BROS. PROMOTES COLOR

POLK BROS. department store in Chicago has sent out an ad mailing enclosing Vogue color cigarettes to introduce the firm's offer of color tv sets. Suggesting color sets for office, home and gifts, Polk Bros. offers to prepay freight, install and service sets.

LAUGHTON ON CHRISTMAS EVE

CHARLES LAUGHTON presentation of readings from scriptures and classics was presented by NBC-TV as Christmas Eve feature (11 p.m.-midnight EST). The star's dramatic readings were first seen on NBC-TV on Christmas Eve in 1951.

Station Authorizations, Applications

(As Compiled by B • T)

December 15 through December 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,808	2,795	214	304	265
Fm	536	527	51	19	3

FCC Commercial Station Authorizations As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Dec. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	100	435
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	297	315	612[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	964	337	759	542	1,301[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	791	569	1,360[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 34 already granted.

[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Sacramento, Calif.—Capitol Radio Enterprises, uhf ch. 46 (662-668 mc); ERP 19.06 kw vis., 10.33 kw aur.; ant. height above average terrain 279 ft., above ground 338 ft. Estimated construction cost $105,015.65, first year operating cost $180,000 revenue $200,000. Post office address Hotel Senator, Sacramento. Studio and trans. location Sacramento. Geographic coordinates 38° 36′ 00″ N. Lat., 121° 27′ 23″ W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc. Inc., San Francisco. Principals are equal partners **Irving J. Schwartz, William S. George,** and **John Matranga,** who jointly own **KGMS-AM-FM Sacramento.** Filed Dec. 16.

APPLICATION AMENDED

Montrose, Colo.—Western Slope Bcstg. Co. application for new tv station amended to submit new sections and change coordinates of trans. location (no change in description), and make ant. and minor equipment changes. Ant. height above average terrain 73 ft. Filed Dec. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

Unacceptable Applications—Following applications requesting increased power, ant. height pursuant to report and order adopted July 20, 1955, and vacated Nov. 30, 1955, returned to applicants by letters of Dec. 13, 1955, as being unacceptable under sec. 3.614 (b) (excessive ERP) and 1.361 (c) (not in accordance with FCC rules): **WABC-TV New York; WATV (TV) Newark, N. J.; WEWS (TV) Cleveland, Ohio; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WNBF-**

ALLEN KANDER
AND COMPANY
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 3, Illinois, RA. 6-3688

TV Binghamton, N. Y.; WSAZ-TV Huntington, W. Va.; WTTV (TV) Bloomington, Ind.; WWJ-TV Detroit, Mich.

WALA-TV Mobile, Ala.—Granted ERP of 316 kw vis., 191 kw aur. with ant. 690 ft. above average terrain. Action of Dec. 16.

APPLICATION

WFBG-TV Altoona, Pa.—Seeks cp to change studio location to trans. location and request waiver of sec. 3.613 of FCC rules. Filed Dec. 20.

PETITION

WSIL-TV Harrisburg, Ill.—Petitions FCC to amend sec. 3.606 so as to replace ch. 22 at Harrisburg with ch. 13 and delete ch. 13 from Bowling Green, Ky. Also FCC issues order directing Turner-Farrar Assn. (WSIL-TV licensee) to show cause why its authorization for ch. 22 in Harrisburg should not be mod. to specify operation on ch. 13. Announced Dec. 16.

CALL LETTERS ASSIGNED

WKNO-TV Memphis, Tenn.—Memphis Community Television Foundation, ch. 10.

KBIS-TV Corpus Christi, Tex.—Gulf Coast Bcstg. Co., ch. 6.

WRVA-TV Richmond, Va.—Richmond Television Corp., ch. 12.

New Am Stations . . .

APPLICATIONS

Camden, Ark.—Southern Bcstg. Co., 1370 kc, 1 kw D. Post office address % Randolph Hotel, El Dorado, Ark. Station has already been constructed under prior authorization (Mr. James owned **KPLN Camden** whose license was cancelled by FCC) so no cost-revenue figures were included in instant application. Prior filing of this application was returned because of then pending ownership change applications for Camden stations; previous application was returned without prejudice. Sole owner is **D. R. James Jr.**, 3% owner of **KELD El Dorado, Ark.** Filed Dec. 16.

Eureka, Calif.—Independent Broadcasters, 790 kc, 5 kw limited. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $28,588.17, first year operating cost $48,000, revenue $60,000. Principals in applicant own **KBOY Medford, Ore.**, and **KLAD Klamath Falls, Ore.** Filed Dec. 20.

Marysville, Kan.—Marshall Trans. Inc., 1570 kc, 250 w D. Post office address 803½ Broadway, Marysville. Estimated construction cost $13,026.30, first year operating cost $38,700, revenue $55,000. Principals include: Pres. **Andrew J. E. Grauer** (43.6%), announcer-salesman of **KWBE Beatrice, Neb.**; Vice Pres. **Walter Herman Schwarz** (3.1%), ceramics business owner; Secy.-Treas. **Janice Velva Grauer** (6.2%), former radio employe, and **Bryon Everett Guise** (15.6%), owner of weekly *Marysville Advocate*. Filed Dec. 16.

Falls City, Neb.—Craig Siegfried, 1230 kc, 100 w unl. Post office address 310 N. Osage Ave., Independence, Mo. Estimated construction cost $15,853.82, first year operating cost $26,000, revenue $36,000. Mr. Siegfried owns **KIMO Independence**. Filed Dec. 20.

APPLICATIONS AMENDED

Algona, Iowa—Kossuth County Bcstg. Co. application for cp to operate on 970 kc, 500 w D amended to change to 1600 kc, 5 kw, make changes in DA system, officers, directors, stockholders and studio location. Amended Dec. 16.

Austin, Tex.—Austin Radio Co. application for cp to operate on 970 kc, 500 w D amended to change power to 1 kw, make DA and equipment changes. Amended Dec. 16.

Existing Am Stations . . .

ACTION BY FCC

WICE Providence, R. I.—Application for cp to change ant.-trans.-studio locations, increase power from 500 w to 1 kw, change hours of operation from D to unl., and make equipment changes dismissed at request of attorney. Announced Dec. 16.

APPLICATIONS

WTAY Robinson, Ill.—Seeks mod. of cp to make changes in ground system. Filed Dec. 16.

WBLY Springfield, Ohio—Seeks cp to change ant.-trans. location and make changes in ant. and remote control operation. Filed Dec. 16.

KSLM Salem, Ore.—Seeks cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Dec. 20.

WGSA Ephrata, Pa.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Dec. 16.

Tv Propagation

ON NOV. 15 the Technical Research Div., Office of the Chief Engineer, revised its report entitled "Present Knowledge of Propagation in the Vhf and Uhf Tv Bands." Copies of the revised edition may be obtained from the FCC Technical Research Div., Room 7358, New Post Office Bldg., Washington 25, D. C.

WKMO Roaring Spring, Pa.—Seeks cp to increase power from 500 w D to 1 kw. Filed Dec. 20.

WYCL York, S. C.—Seeks mod. of cp to change ant.-trans. and studio locaton to on U. S. Hwy. 321 by-pass. Filed Dec. 16.

WBFY Charlottesville, Va.—Seeks mod. of cp to increase power from 250 w to 1 kw, change ant.-trans. location and make equipment changes. Filed Dec. 16.

KTIX Seattle, Wash.—Seeks mod. of cp to change ant.-trans.-studio locations, change remote control point and make equipment changes. Filed Dec. 16.

APPLICATION AMENDED

KSBW Salinas, Calif.—Application for cp to increase power from 1 kw unl., to 5 kw unl., make ant. system changes, change trans.-studio locations and make equipment changes, amended to make changes in DA-N. Amended Dec. 16.

CALL LETTERS ASSIGNED

KPOK Scottsdale, Ariz.—Scottsdale Bcstg. Co. 1440 kc, 1 kw D.

KGEE Bakersfield, Calif.—Kern County Broadcasters Inc., 1230 kc, 250 w unl. Changed from KERO.

KWIP Merced, Calif.—Joseph E. Gamble, 1580 kc, 500 w D.

KFEL Pueblo, Colo.—Frank Donald Hall, 970 kc, 1 kw D.

WADS Ansonia, Conn.—Valley Bcstg. Co., 690 kc, 500 w D.

WSNT Sandersville, Ga.—Washington Bcstg. Co., 1490 kc, 250 w unl.

WCAT Orange, Mass.—James W. Miller, 1390 kc, 1 kw D.

KCUE St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 5 kw D. Changed from WCOW.

KGAC St. Peter, Minn.—Gustavus Adolphus College, 1310 kc, 1 kw D.

WDDT Greenville, Miss.—Delta-Democrat Pub. Co., 900 kc, 1 kw D.

KBUS Mexia, Tex.—Bi-Stone Bcstg. Co., 1590 kc, 500 w D.

New Fm Stations . . .

ACTION BY FCC

Cheney, Wash.—Eastern Washington College of Education application for non-commercial educational fm station returned. Application not in proper order. Action of Dec. 15.

Existing Fm Stations . . .

ACTIONS BY FCC

KBMS (FM) Glendale, Calif.—Granted ERP of 18 kw, ant. 770 ft. above average terrain and make equipment changes. Action of Dec. 16.

WAKE-FM Atlanta, Ga.—Station had requested deletion and then reversed decision. FCC will continue station on air. Action Dec. 20.

KSRI-FM Pocatello, Idaho—Station cancelled and call letters deleted at request of licensee. Action of Dec. 16.

WDSU-FM New Orleans, La.—Granted ERP of 2.95 kw and permission to make specified equipment changes. Action of Dec. 16.

WCRB-FM Waltham, Mass.—Granted ERP of 9.2 kw, ant. 180 ft. above average terrain and make equipment changes. Action of Dec. 16.

WDRS Syracuse, N. Y.—Granted ERP of 35 kw. Action of Dec. 20.

WFBC-FM Greenville, S. C.—Granted ERP of 10.5 kw with ant. 1,110 ft. above average terrain. Granted. Dec. 14.

APPLICATION

WHFB-FM Benton Harbor, Mich.—Seeks mod. of license to change location to Benton Harbor-St. Joseph, Mich. Filed Dec. 20.

CALL LETTERS ASSIGNED

WFMR (FM) Glendale, Wis.—High Fidelity Bcstg. Corp., 96.5 mc, 11 kw.

Ownership Changes . . .

ACTIONS BY FCC

KSTT Davenport, Iowa—Granted assignment of license to **Quint Cities Bcstg. Co.**, parent company. Corporate change only; no change in control. Granted Dec. 15.

WPTX Lexington Park, Md.—Granted acquisition of control by **William J. Thomas** for $9,228. Mr. Thomas is buying out his partners. Granted Dec. 19.

KIHR Hood River, Ore.—Granted assignment of license to **Oregon-Washington Broadcasters Inc.** Change is in corporation; no change in control. Granted Dec. 20.

KXL Portland, Ore.—Granted assignment of license to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change only; no change in control. Granted Dec. 19.

APPLICATIONS

WKLZ Kalamazoo, Mich.—Seeks assignment of cp to Circle Corp. Change is corporate only; no change in control. Filed Dec. 20.

KGW Portland, Ore.—Seeks assignment of license to North Pacific Television Inc. King Bcstg. Co., presently 40% owner of station licensee, is to acquire additional 20% of $175,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bcstg. is licensee of **KING-AM-FM-TV Seattle, Wash.** North Pacific is permittee of **KTLV-TV Portland** (not on air) for which large equipment expenditures are contemplated. Filed Dec. 16.

Hearing Cases . . .

INITIAL DECISION

WPWR Laurel, Miss.—Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) setting aside Commission memorandum opinion and order of Jan. 26 insofar as it postponed effective date of Nov. 24, 1954, grant of application of WPWR Laurel to operate on 1430 kc, 1 kw, D, pending hearing; (2) setting aside June 25 order, as amended, insofar as it placed burden of proof on WPWR to meet issues 4 and 5, and (3) reinstating and affirming Nov. 24 grant. Action of Dec. 19.

OTHER ACTIONS

San Bernardino, Calif.—By order, denied request by Orange Belt Telecasters, San Bernardino, for general extension of 30 days within which to file comments to notice of proposed rulemaking in overall tv proceeding. Order points out that any party has right to petition for acceptance of late filing, and such requests will be considered on basis of individual pleadings accompanied by comments that are filed late. Action Dec. 15.

KGEO-TV Enid, Okla.—Commission announced separate orders of Dec. 14 in proceeding involving application to move trans. of KGEO-TV (ch. 5) 31 miles from Enid and increase ant. height to 1,356 ft. These actions (1) denied motion by Republic Television & Radio Co., permittee of KTVQ (TV) Oklahoma City, to set aside initial decision of Aug. 3 looking to grant of KGEO-TV application, and (2) denied Republic petition to reopen record and enlarge issues. Announced Dec. 15.

KGEO-TV Enid, Okla.—Commission ordered that prior to oral argument on initial decision of Aug. 3 which looked toward grant of application by KGEO-TV Enid to move trans. 31 miles from Enid and increase ant. height to 1,356 ft., parties will each be allowed 10 minutes in which to address themselves to motion to reopen record and request for other relief filed by Dept. of Defense. Announced Dec. 16.

National Community Television Assn. Inc.—Commission granted petition by National Community Television Assn. Inc. insofar as it requests acceptance of its brief as *amicus curiae* brief in proceeding involving cease and desist orders to be directed to C. J. Community Services Inc., Bridgeport, Wash.; R. E. Darwood, *et al.*, Quincy, Wash., and H. J. Miller, Nespelem, Wash. Denied petition in all other respects. Announced Dec. 16.

Routine Roundup . . .

December 16 Decisions

ACTIONS ON MOTIONS

Mechanical Reproduction—On petition by NBC, filed Dec. 13, Commission on Dec. 15 extended time for filing comments to Jan. 20, 1956, and for filing replies to such comments to 10 days thereafter in matter of amendment of sec. 3.188, 3.288, 3.588 and 3.653 of Commission's rules and regu-

(Continues on page 77)

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RADIO

Help Wanted

Managerial

Sales manager. Nationwide expanding company, in need of outstanding producer. Guaranteed draw and commission. Earning $12,000.00 plus. Please write fully. Box 818E, B•T.

Outstanding opportunity for proven selling manager at top independent in North Carolina. No learners. If you have record, we have the job with good compensation. Box 820E, B•T.

Salesmen

Salesman. Thoroughly experienced salesman for midwestern 5000 watt independent. Position available immediately. Box 799E, B•T.

Real opportunity—a leading midwestern ABC affilated farm station offers excellent opportunity for above-average earnings to two salesmen with radio experience who can show us they know how to sell retail accounts in a highly prosperous rural market. We want men who like to meet and talk to people and to sell them. We give supervision, but like men who are self-starters. Livewires can earn in five figures per year if they want to. If they don't want to, they won't last with us more than a month or so. In other words, we want men we will have to pay good money, on a 15% commission, against liberal draw. If you are our kind of a salesman, rush your application to Box 814E, B•T.

Salesman: Immediate opening. Experienced man or ambitious young man interested in sales. Present sales manager leaving for same job, larger market. This is two city market with 55,000 population, large rural and industrial territory. Chance for advancement, satisfactory salary-commission payment arrangement. Box 827E, B•T.

Thoroughly experienced salesman for new 1kw daytime independent in strong 350,000 market. Best opportunity in the field for hard working, well experienced salesman, who can turn top rating into cash dollar sales. You must have well rounded experience and current or recent proved sales record with popular music-news and sports station. Right man starts to work tomorrow. Wire Mr. Scott, Collect, KUSN, St. Joseph, Missouri. Position pay guarantee draw against usual commission, plus expenses. Mileage paid for personal interviews to outstanding candidates. Move fast, we do.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman, excellent opportunity for sober experienced salesman. Guarantee plus good list of active accounts. Opening created because of illness. Also need experienced copywriter capable of assuming complete responsibility of continuity department. Salary open. Contact Charles Palmquist, Radio Station WKTL, Kendallville, Indiana.

Announcers

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

DJ with air personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

Start the New Year with a new job. KW Pa. ind. Needs afternoon P.D. Announcer-disc jockey and announcer, newsman to gather and assist news editor, Experience only. Send tape and qualifications to Box 791E, B•T.

We're 250w indie; sound better than some 5 kws. Need experienced announcer. Must know and enjoy all phases music. Prefer some knowledge classical music. Strong on news; good mature casual delivery that sells. Send tape, resume, KBGF Great Falls, Montana.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Excellent salary for fully experienced announcer. Personal interview required. Write KSWI, Council Bluffs, Iowa, for appointment.

Staff announcer. Music, news, ad-lib and board ability. Send tape, resume to WBCK, Battle Creek, Michigan.

Announcer with first class ticket strong on news. Need versatile man for news interview work and production job on spots. Send resume George Patton, WBML, Macon, Georgia.

Good future with Boston area's fastest growing station. First phone, ability to handle foreign names. Tape, photo, details to WCRB, Boston 54, Mass.

Wanted: Personality disc jockey announcer for news and music station. Send tape and full information to WDVH, P. O. Box 289, Gainesville, Florida.

Morning news announcer with background in writing and delivery local news. 40 hour week. Send full details including salary requirements to William Winn, PD, WESB, Bradford, Pennsylvania.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Wanted—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSAV, Harrisonburg, Va.

Announcer with first class license—send history—tape—references. Box 1353, Orlando, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer with announcing ability must be capable of taking over complete maintenance and technical operation of 250 watt network station. This is an old station in a small, lively, southeastern city. Please give experience and references with first letter, and be prepared to send tape on request. Box 812E, B•T.

Qualified chief engineer for 250w midwest network affiliate, minor announcing. Full charge of department. $90 weekly to start. Write Box 816E, B•T.

1st class engineer for chief engineer's duties. Chicago area. Starting salary $95 per week. Box 826E, B•T.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

Combination engineer-announcer. Permanent position, good pay to qualified person. Opening available January 1. WMFC, Monroeville, Alabama.

Fully experienced chief engineer to take charge am-fm operation. Must have know-how to meet all technical problems. Present chief retiring because of health. Excellent opportunity for man who wants stable hours, good working conditions, salary, and executive responsibility. Send details to WMIX, Mt. Vernon, Ill.

Programming-Production, Others

Newsman. Experienced in handling all functions of a radio news department with emphasis on local news. Must be able to handle major newscasts on the air. Experience in operation of a mobile unit helpful. Position immediately available on 5000 watt, midwestern independent. Box 800E, B•T.

Southwest station, number one in market needs a program director at $425 a month, a local newsman at $325 a month, two announcers with first phones at $350. If interested write immediately. Box 802E, B•T.

Program or production manager with experience and ability. Box 810E, B•T.

Competent continuity-traffic girl, also girl bookkeeper for leading North Carolina independent. Box 819E, B•T.

News director, fulltime: Immediate opening. Must be available for interview. Call, write KAYL, Storm Lake, Iowa. Independent, am-fm.

Newsman: Experienced in all phases to take over news director's post. Good air voice. Must have nose for news and be able to rewrite. $75.00 base, plus considerable other income. WCOJ, Coatesville, Pa.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address

Situations Wanted

Managerial

Manager-chief engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

Commercial manager metropolitan station wants position as manager of local station in midwest. Excellent sales record and experience in every phase of station operation. Write Box 798E, B•T.

Salesman-manager — now commercial manager competitive metropolitan market personally producing 80% of gross. Interested in southeastern coastal location where can sell and manage. Box 801E, B•T.

General manager—Ten years radio—large, medium, small market experience all phases. Presently sales manager medium market. Desire permanent management medium or large market—31—family. Box 823E, B•T.

Manager—Will give you a paying top listenership am operation. Permanent—young—married, children. Can handle people. Box 824E, B•T.

Station manager—available February. Top salesman, program, personnel man. Box 825E, B•T.

Outstanding manager, 15 years experience. Tops in sales, network announcer, news and programming. Present station being sold. Available immediately. Wire or phone Radio Manager, Room 107, Vendome Hotel, Leadville, Colorado.

RADIO

Situations Wanted

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Ohio. **Salesman,** high calibre announcer, good voice. Experienced. Emphasis on sales. First class license. Box 809E, B•T.

Announcers

Experienced announcer. Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

Alabama, Florida, Georgia . . . warm. "That's what I like about the south." DJ, sports, versatile, experienced, reliable, "I wish I were in Dixie." Box 754E, B•T.

Announcer, two years radio, news-commercials-DJ. Presently with 50 kilowatt station. Desire position with friendly radio or tv organization at a progressive location. Capable confident, sincere. Box 790E, B•T.

Negro deejay. Swing 'em till dawn. Nite watch. New York, Jersey, Pa. Experienced boardman. Box 794E, B•T.

Experienced announcer. Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

Education, experience, talent. Radio and tv. 10 years large market. Announcing, singing, writing, acting. Presently tv continuity director. Stable, family man. Seeking opportunity. A lot to offer to the right operation. Box 803E, B•T.

Staff announcer, married, recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 804E, B•T.

Salesman-announcer. Staff play-by-play. Sports director. 6 years overall experience. 2 years sales. All offers considered. Box 808E, B•T.

5 years experience. Announcer desires position in larger market. Box 811E, B•T.

Hi! Do you need an experienced stage, radio, and tv actor, who's been working for the past 18 months as a low-pressure, humorous, combo DJ? Ideal for morning or late night shows. Box 815E, B•T.

Age 32 . . . seven years radio experience in west . . . versed all phases except sports . . . single, dependable, first phone, available January. Box 821E, B•T.

Versatile DJ, sports, reliable vet, 3 years experience. Married. Pete Franklin, 73 Propp Avenue, Franklin Square, L.I., N.Y. Floral Park 2-6286.

Sports director—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

Technical

Chief engineer-announcer—**experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.**

Engineer, first phone, 2½ years experience, available mid-January, has announced some, prefer midwest. Box 792E, B•T.

25 years as transmitter operator Nebraska and Ohio. Desire chief non-remote control station midwest or medium south. Paul C. Rohwer, WMOH, Hamilton, Ohio.

Need chief? Family man with 15 years experience. Can announce. 250w to 50kw. Apt. 18 Patrick Apts., Ephrata, Washington. Am and fm.

Programming-Production, Others

Continuity chief with exceptional background and references looking for opening with challenge and future. Radio, tv or ad agency. Resume and sample copy available immediately. Box 817E, B•T.

Singer—excellent tenor, experienced, young man 32, university graduate, repertoire includes all popular, semi-classical and operatic music. Fine speaking voice, capable of announcing, could arrange disc jockey, talent and pop shows. Considerable sales experience. Seeks position at radio or tv station. Disc, resume and photo sent on request. Box 822E, B•T.

TELEVISION

Help Wanted

Managerial

Television-radio station manager wanted. Must be experienced in executive responsibility and personnel management primarily. Unusual opportunity for secure and lucrative future in one of North Carolina's most progessive cities. Include full details and photograph. Reply to Box 807E, B•T.

Salesmen

Television sales. Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

Regional sales. Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

Tv salesman wanted by NBC channel 3 station going on air next month. Excellent opportunity for man interested in fastest growing market southeast. Send complete information including background, experience, photo first letter to Tom Belcher, WSAV-TV, Savannah, Georgia.

Announcers

Expanding midwestern television network needs announcers. Prefer camera experience but will consider experienced booth man if capable of learning news and sports. Submit complete resume, photo, and tape. Box 828E, B•T.

Announcer seeking spot with established radio-television station. Salary plus talent opportunities. Hospitalization and free life insurance. Company paid pension plan. Send Personnel Dept., WSBT-TV, South Bend, 26. Tape and photograph.

Technical

Immediate openings. Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Small vhf station needs 1st phone, January 1st. Experience unnecessary. Permanent for right man. Write Joe Spears, C. E., WTVY, Dothan, Ala.

Production-Programming, Others

Tv copywriter. Medium market, midwest vhf. Some experience required. Will train. Immediate opening. Salary open. Box 797E, B•T.

Production assistant—Immediate opening for ambitious person with proper background and training. Write and enclose photo to Mr. Bowry, WTVR, Richmond, Virginia.

Situations Wanted

Managerial

General—commercial manager—six years experience radio—three years television. Strong in local, regional-national sales. Thorough background and understanding of promotion-merchandising-traffic and production. Available 30 days. Box 813E, B•T.

FOR SALE

Stations

New fm radio station, grossing $400.00 monthly. Two man operation. $6,950 total price. $1,950 down (southern Missouri). Box 793E, B•T.

Kentucky daytimer priced at book value of assets: $49,991.79. Gross past six months, $31,043.48. Half cash. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Metropolitan market station in area famed for mild winter climate, showing growth with industrial expansion. Station is major network and priced within 1¼ times its annual gross (in $100,000 range), with both market figures and FCC averages showing a greater potential. Paul H. Chapman, 84 Peachtree, Atlanta.

Low down payment on secondary market station in area where per family income exceeds $6,000 year. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

RCA high frequency field intensity meter type 201-B, 18 to 125 megacycle, am & fm. Don Abitz, KDTH, Dubuque, Iowa.

Equipment for sale—Have four 10-foot parabolic solid reflectors. Make reasonable offer. Frank Carman, KUTA, Salt Lake City, Utah.

One Gates model 21-B tuning unit, complete with lighting chokes, $150.00; one complete disc recorder including Gates RA-10 amplifier cutting mechanism with 500 ohm head, CB-11 turntable with 44" cabinet, $475.00 F.O.B. St. Louis, contact James F. Mitchell, KXLW. WO. 1-1320.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

For sale: 300 super projectial with remote control. Almost new. At a sacrificing price. Harley F. Reynolds, C. E., WGVL-TV, Box 2344, Greenville, S. C.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

For sale: RCA type ET-4260, 100/250 watt broadcast transmitter. Good condition. Price reasonable. For further information, call or write WRAK, Inc., P.O. Box 569, Williamsport, Penna.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5. D. C.

Magnecord PT63JA, 3 speed. New condition. Also 60 10½" aluminum spools. P. O. Box 5025, Jacksonville 7, Florida.

Radio towers, two 300 ft. insulated, in dry storage, weight 40,000 lbs. each. First quality grade A hot dip galvanized, Type MOR-2, CAA specifications. 30 ft. base, finest quality insulations. Tower lights, ladders, etc. $8,000 each. Co-axial cable, 750 ft. 3⅛" outside diameter. Finest copper bronze transmission line, complete with finest fittings. Made by Andrew Co. Perfect condition. $8.00 per foot. Advertiser Publishing Co., Ltd., P.O. Box 3110, Honolulu, Hawaii.

WE HATE TO LOSE HIM

An outstanding staff announcer who has been with us for six years. He's loyal, his technique with records and on the board can't be matched, and he knows music from A to Z. . . pops, that is. He reads an excellent newscast and does creditable remotes. He wants to move up in radio. If we have to lose him, we want to help him get the best.

For details, tapes, etc. on Al Martinez, write to

George Bingham, General Manager
WKIP, P.O. Box 889
Poughkeepsie, N.Y.

FOR SALE—(Cont'd)

Equipment

Clarke 108 phase meter for two tower directional system. Reason for selling have installed 3 tower array. First $375 gets. Perfect condition. KTOE, Mankato, Minnesota.

WANTED TO BUY

Stations

Metropolitan stations, in markets over 100,000 needed now. I have a growing list of qualified buyers ready. Want large-market stations in Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: 10 kw fm power amplifier; also 300 feet each of $1\frac{5}{8}$ and $3\frac{1}{8}$ 51.5 ohm transmission line. Write Judson D. Edwards, KSON, 630 F Street, San Diego, California.

Wanted: Pylon fm antenna tuneable to high end of band such as RCA BF-14B1. Write Judson Edwards, KSON, 630 F Street, San Diego, California.

Image orth camera chain, sync generator, 7000 mc microwave and audio console wanted. Our terms cash. Please advise F.O.B. price and condition. Chief Engineer, WDAK-TV, Columbus, Georgia.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Former Far East Network members—send your addresses to FEN Association, Bernard Block, Quinton, Alabama.

RADIO

HELP WANTED

Salesmen

SALES ENGINEER

Gates has immediate opening for sales engineer to headquarter in Washington, D.C. office. Must be familiar with all broadcast activities in Washington area. Salary, bonus and travelling expenses. Send complete resume and photo to

Sales Manager
Gates Radio Company
Quincy, Illinois

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

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(Continues from page 72)

lations relating to mechanical reproductions.

By Comr. John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to Dec. 19, to file responses to "Supplemental Joint Petition to Enlarge Issues" filed Nov. 30 by **WSPD Toledo, Ohio, and WTTH Fort Huron, Mich.**, parties respondent re am application of Sanford A. Schafitz, Lorain, Ohio. Action Dec. 13.

Broadcast Bureau—Granted petition for extension of time to Dec. 19, to file responses to petition to enlarge issues filed by Courier-Times Inc. Dec. 2 in am proceeding involving applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action Dec. 13.

By Chief Hearing Examiner
James D. Cunningham

New Johnsonville, Tenn.—Ordered hearing shall commence Feb. 20, 1956, re am application of Johnsonville Bcstg. Co., New Johnsonville. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

KBOX Modesto, Calif.—Ordered further hearing scheduled Dec. 16 re applications for assignment of broadcast license of **KBOX Modesto.** Action Dec. 14.

Wolf Point, Mont.—Ordered date for exchange of written case is extended from Dec. 22 to Dec. 30, re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg Co., both Wolf Point.

By Hearing Examiner Basil P. Cooper

Indiana—Issued order for conduct of hearing re am applications of Northern Indiana Bcstrs., Inc., South Bend, Ind. **WJVA Mishawaka, Ind.**, evidentiary hearing will begin Jan. 10, 1956. Action Dec. 15.

By Hearing Examiner Thomas H. Donahue

James W. Miller, Milford, Mass.—Granted motion for continuance of hearing from Jan. 6 to Feb. 6, 1956, re am application. Action Dec. 16.

By Hearing Examiner Jay A. Kyle

WBUF-TV Buffalo, N. Y.—Ordered that all parties or their attorneys are directed to appear for a prehearing conference, including oral arguments on motion of NBC for continuance of hearing, which was scheduled to begin Dec. 19. re assignment of cp for WBUF-TV Buffalo, from WBUF-TV Inc. to NBC; prehearing conference held Dec. 16. Action Dec. 13.

December 16 Applications

Accepted for Filing

License to Cover Cp

KFAR Fairbanks, Alaska—Seeks license to cover cp which authorized increased power, changed frequency and equipment changes.

WXHR (FM) Woburn, Mass.—Seeks license to cover cp (which authorized changes in existing station).

WOR-FM New York—Seeks license to cover cp (which authorized changes in licensed station).

KAMC-FM Stillwater, Okla.—Seeks license to cover cp (which authorized new educational fm station).

WCTA Andalusia, Ala.—Seeks license to cover cp which authorized increased D power.

WAMM Flint, Mich.—Seeks license to cover cp which authorized new am station.

License to Cover Cp Returned

WAEB Allentown, Pa.—Application for license to cover cp which authorized changes in DA-D returned (Sec. I dated after notarization).

Renewal of License

KCRV Caruthersville, Mo. (resubmitted); **KBTN Neosho, Mo.** (amended to change applicant name to Neosho Bcstg. Co.); **KWAR (FM) Waverly, Iowa; KWOC Poplar Bluff, Mo.; KSIS Sedalia, Mo.**

Remote Control

WJLS Beckley, W. Va.

AFL-CIO Pay Tv Stand

AS REPORTED in B•T Dec. 12, the newly-merged AFL-CIO passed a resolution against pay tv. Text of the resolution:

There are now pending before the Federal Communications Commission certain applications which would provide for and permit the granting by that Commission to specified interests, exclusive licenses to broadcast, and charge for, television programs which are now being received without charge in the private homes of America.

It is our sincere belief that such a plan known as "Pay Television" would constitute and become an infringement on the property right now enjoyed by the general public on a no fee basis. Such a plan would be an intrusion into and a violation of the privacy of the home, and would curtail greatly the free use of a medium which has become a part of the American home; now, therefore, be it

RESOLVED, The AFL-CIO opposes the granting by the Federal Communications Commission of licenses permitting "Pay Television" and request the Officers of the AFL-CIO to make known to the members of the Federal Communications Commission and to the Members of the Congress of the United States the position expressed in this resolution.

Modification of Cp

WNLC-TV New London, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1956.

WVEC-TV Hampton, Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

KTTS-FM Springfield, Mo.—Seeks mod, of cp (which authorized changes in licensed station) for extension of completion date.

KYNG Kalispell, Mont.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WTRA Latrobe, Pa.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

WTON Staunton, Va.—Seeks mod. of cp (which authorized changed frequency) for extension of completion date.

KTIX Seattle, Wash.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WKNB-TV New Britain, Conn.—Seeks mod of cp (which authorized new am station) to extend completion date to July 15, 1956.

KLIX-TV Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

WBID-TV Detroit, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTOH-TV Toledo, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKNE-TV Keene, N. H.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KCEB (TV) Tulsa, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WQCY (TV) Allentown, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 14, 1956.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKOK-TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

December 20 Applications

License to Cover Cp

KXOA Sacramento, Calif.—Seeks license to cover cp which authorized change from DA-1 to DA-N.

WSYL Sylvania, Ga.—Seeks license to cover cp which authorized new am station.

WKLX Paris, Ky.—Seeks license to cover cp which authorized new am station.

KTOE Mankato, Minn.—Seek license to cover cp which authorized increased N power and DA system change.

KUSN St. Joseph, Mo.—Seeks license to cover cp which authorized new am station.

KSEY Seymour, Tex.—Seeks license to cover cp which authorized increased power.

WGH-FM Newport News, Va.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

WJLN-TV Birmingham, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WIND-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WITH-TV Baltimore, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTVX (TV) Gastonia, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WBTM-TV Danville, Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WOKA (TV) Macon, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTRI (TV) Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KNUZ-TV Houston, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 6, 1956.

WKNA-TV Beckley, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

WETV (TV) Washington, D. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

Cp

WAAB Worcester, Mass.—Seeks cp to replace cp which authorized ant. system changes.

Renewal of License

KVRH Salida, Colo.; KPRK Livingston, Mont.; KDSJ Deadwood, S. D.

Broadcast Bureau Decisions

Actions of Dec. 14

WGST-FM Atlanta, Ga.—Granted extension of STA to remain silent to Jan. 1, 1956.

WAUG-FM Augusta, Ga.—Granted extension of STA to remain silent to Dec. 14.

Actions of Dec. 15

WVEC-TV Hampton, Va.—Granted extension of completion date to July 4, 1956.

WEHS (FM) Chicago—Granted renewal of license.

Actions of Dec. 16

WKNB-TV New Britain, Conn.—Granted extension of completion date to July 15, 1956.

KLIX-TV Twin Falls, Idaho—Granted extension of completion date to July 15, 1956.

Action of Dec. 20

WELP Milton, Pa.—Granted license to cover cp which authorized new am station and specify studio location.

UPCOMING

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

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editorials

A Matter of Deadlines

THE MECHANICAL imperfections of publishing are such that we are writing this editorial before Christmas, knowing it will appear not earlier than Dec. 26. It is an unsettling thought that the piece composed in the bloom of anticipatory cheer will be read in the haggard aftermath.

The illusions of the season will have vanished. The handsome box will have been torn from its rich wrapping to disclose the unwearable tie within. The silver bowl will have been drained of its creamy egg-nog, and the drainers drained of the will to live. The mail man's burden will have ceased to contain the message from the distant dear one; in his bag now the chilling statement from F.A.O. Schwarz.

To write of Christmas before Christmas without wishing the reader a seasonal greeting is to ignore every instinct of the editorialist. Yet a greeting delivered after the event will not be more welcome than the bridegroom who arrives at the church promptly at high noon June 21 for the ceremony scheduled June 20.

It is when confronted by an awkward lag, like this one, between the writing of a piece and its delivery to our readers that we most admire the two modern communications forms. In radio and television the message uttered is at once the message received. This is an advantage which everyone who works in printed journalism must envy.

If, by miracle, this issue of B•T could be distributed electronically, we would end this editorial in the way our sentiments demand—with a warm greeting of Merry Christmas to our readers. Like all other publications, however, we are geared to the sedate schedules of printing presses and the U. S. mails. Knowing we cannot be with you until after Christmas, we shall content ourselves with saying: Happy New Year.

The Whole Picture

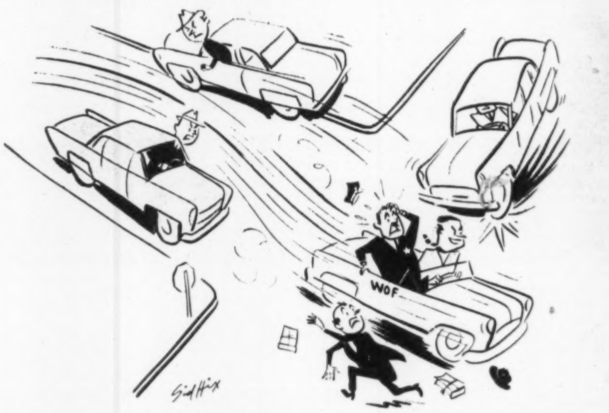
IF THE FCC has any misgivings about the desirablity of retaining a dual uhf-vhf tv allocation, it certainly should give heed to the comments on its rule-making invitation. Preponderantly, they favor retention of both the 70-channel uhf band and the enlargement, if feasible, of the 12-channel vhf band.

There are those who, either openly or otherwise, have given up on uhf. Yet uhf stations are doing quite well in a number of markets, and will do better as Madison Ave. and Michigan Ave. learn that, like the 100-watters of early radio, they perform an efficient service of increasingly higher quality as the art progresses. New developments, like the new GE amplifier tube which appears to promise simplified circuitry for combination uhf-vhf sets, will serve further to stabilize uhf service.

Aggrieved station operators or aspiring new ones who look at the whole picture and not their immediate problem, should realize that competitive, nationwide television cannot be provided on 12 vhf channels, or 15 or 20, without doing irreparable violence to existing coverage patterns and thereby depriving millions of people of service they are now getting. The consequence would be tighter regulation, even monopoly controls, and rate fixing.

So, it should be abundantly clear, uhf there must be in television's present and foreseeable future. If the efforts of Defense Mobilizer Arthur Flemming's high level committee produce means whereby a number of additional vhf channels can be procured for tv, the allocations problem would be eased to that extent, because at least three corresponding competitive services could be provided in most major markets. The more v's the better, but there appears to be no magic whereby an adequate number for a nationwide allocation can be provided.

Every encouragement should be given the Flemming project. Existing non-broadcast services would have to be displaced to clear even a minimum of two or three channels. Broadcasters should be prepared to support, in Congress to the fullest extent, the likely situation wherein the military will need additional appropriations to cover new equipment and installation costs, should means be found to swap a portion of uhf space for desirable vhf space. This may not be as long range a project as some suspect.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't you worry, chief! I'll get you to the station in time for your safety talk!"

The FCC now has only chapter one of the case. Replies to the 200-odd comments are due Jan. 6. Engineering studies need to be made. The FCC, somewhere along the line, must instruct its engineering staff to produce an allocation plan, founded upon that which exists, that is best calculated to serve the public need. All this takes time and infinite care. It can't be done in a few weeks or even a few months. A year would be a better guess.

In those ensuing months, the processing of pending cases cannot be stopped. But the FCC has made it clear that those who proceed with construction do so at the risk of subsequent allocation changes. Indeed, the law itself does not safeguard any existing permit holder or licensee.

Until it is ready with its new national allocations policy, the FCC is duty-bound to improve service, city-by-city, case-by-case. Otherwise it would be imposing a new freeze and inviting the wrath of the public in under-served areas.

Longer License Life

BROADCASTING is a hazardous business. There are many reasons for this, but the basic one is that it is licensed. Licenses are issued for three years. Yet broadcasters, notably in tv, must make long term commitments on equipment and construction extending far beyond their license terms. A one-purpose transmitter-studio plant may run into the hundreds of thousands, with mortgage loans running 20 years, but the broadcaster lives by the slender thread of a three-year license.

Another hazard is the network affiliation contract which under the FCC's chain-monopoly regulations may not run beyond two years and which cannot be renegotiated until six months prior to expiration. In many cases, network affiliation agreements for tv are written for less than the two-year statutory maximum, and with only 30-to 60-day cancellation clauses.

We think licenses ought to be issued in perpetuity, since the licensing authority always has recourse to revocation if there are infractions of the law or other extreme improprieties offensive to the public interest. In Mexico, licenses are issued for 30 years. In other countries there are no specified tenures.

It may be too much to hope for perpetual licenses now, but certainly Congress and the FCC could be persuaded to grant longer terms as an initial step, in the light of the risk capital involved. And certainly the FCC regulations should allow broadcasters and networks to affiliate for periods that run as long as the license terms. Even that one slight change now would permit network affiliations to run a year longer.

GIL NEWSOME

TOM DAILEY

ED WILSON

KWK

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